Vol. 2 No. 1 Published by The Western Chestnut Growers Assn., Inc.

Contest USDA Launches New Internet Logo Scheduled for Website for Direct Marketers January Meeting Reprinted with permission of Charles Brun, PhD, WSU Cooperative Extension Agent

by John Schroeder

Our Association needs a logo to help create name recognition. Consumers will know if the packaging contains the WCGA logo there is an implied level of quality they can count on. The logo can be used on stationery, the newsletter, a future web site, shipping bags/boxes, brochures etc. For example, a grower's shipping bags could be printed with the Association logo as well as his own identification.

The following are the rules for a contest to select our logo. All members are eligible to submit entries. The entries shall be hand drawn on 8.5 x 11 inch bond paper. Entries may be submitted to the Secretary-Treasurer or brought to the annual meeting. All entries will be displayed on a bulletin board during the meeting. Ballots, one per paid membership, will be distributed and collected prior to the business meeting. The votes will be tallied during the business meeting and the results announced at the end of the meeting. The Board of directors reserves the right to declare any, or all, entries unacceptable.

A committee will be named to take the winning logo to a professional artist/printer to develop the art work. Drafts will be published in the Newsletter for member comments prior to printing any material.

The winner of the contest will receive an honorary membership for the following year.

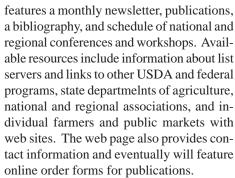
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he U.S. Department of Agriculture has launched a new farmer direct marketing internet web page. The web page provides a wide variety of resources and information on this growing agricultural sector. "USDA's newest web page is aimed at small and medium-sized producers and others interested in learning more about farmer direct marketing," said Michael V. Dunn, USDA's under secretary for Marketing and Regulatory Pro-

grams. "The farmer direct marketing web page covers varity of topics and also links to federal, state, university, and other web sites relating to direct marketing.

The site



"This web page is one component of a larger comprehensive farmer direct marketing initiative within USDA," said Dr. Enrique E. Figueroa, administrator of USDA's Agricultural Marketing Service. "It offers a readily accessible and usable information exchange for those involved in farmer direct marketing, a marketing channel of vital importance to the continued growth and expansion of agriculture."

The farmer direct marketing web site is at http://www.ams.usda.gov/directmarketing For more informtion on the web site, or USDA efforts in the area of farmer direct marketing, call Claire Klotz at 202-690-4077, or email: j-clair-klotz@usda.gov

Direct Marketing is on the Increase

Direct marketing has increased dramatically in the U.S. from 1992 to 1997, according to data recently released from the

> USDA Agricultural Census. Farms selling agricultural products directly to individuals rose from 86,432 in 1992 to 93,1140 in 1997, an increase αf 7.8%. Sales have risen from \$404



milion in 1992 to \$550 million in 1997, a 36% increase. Average farm income has risen 26.5%.

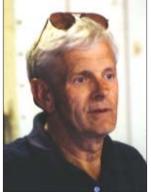
States with the greatest number of farms engaged in direct marketing include:

- 1. California (5,901)
- Texas (5.526)
- 3. Pennsylvania (5,508)
- Ohio (4,038)
- 5. Oregon (4,594)
- Michigan (4,339)
- New York (4,038)
- 8. Wisconsin (3,843)
- 9. Minnesota (3,145)
- 10. Washington (3,055)

States with the greatest value of direct market sales include:

- California (\$73 million)
- Pennsylvania (\$48.7 million)

See USDA Website, p. 4



Message from the President

You have probably learned by now that the annual meeting will be held on Wednesday, January 26th, 2000. We will start about 2:00 o'clock so that you can travel or visit the machinery show in the morning. You may also want to attend the Nutgrowers Society luncheon. Reservations are required and signup information can be found elsewhere in this newsletter.

At the meeting Jeff Olsen, Oregon State University Cooperative Extension Agent, will discuss nutrition for chestnut orchards. Jeff has extensive experience with hazelnuts and tree fruits. He will apply those principles to growing chestnuts.

California growers probably had the best crop ever in 1999. Some of you may have run into some of their nuts in the Oregon and Washington markets. In contrast, most Oregon and Washington growers felt that their crop was a disaster. Loren Amsberry, from Fowler Nurseries, will compare the California, Oregon-Washington and Michigan crop yields and try to determine reasons for the poor Northwest harvest. It is easy to say that a cold wet spring caused poor pollination. That may be the answer but just how cold or how wet was it in your orchard? We need to find a solution. If this weather pattern repeats itself, as predicted, there will be some very unhappy chestnut growers.

Part of Loren's presentation will be a discussion period. Please come to the meeting prepared to participate. Bring any data you may have about significant events during the last growing season such as temperature extremes on certain dates, dates of pollen release, weather conditions at the time of release, etc. It is important to have specific, accurate information so that we can identify and solve our problem. This is a wakeup call for me since I do not have this information but I will next year. Loren and Fowler Nurseries are anxious to identify the problem and we need to work closely with them.

"The Nutshell" is the quarterly publication of the Northern Nutgrowers Association. The September issue has an article entitled "A Guide to Growing Chestnuts". It is interesting, although I did not find an answer to the small 1999 harvest. "The Nutshell" contains relevant articles and the membership costs are modest. A membership application form will be available at the meeting.

We recently purchased some Korean chestnuts form a local Asian food store. The price was \$4.99 per pound and the nuts are very large, about 14-15 per pound. The flavor is good although they are not as sweet as Colossals or Dunstans. The nuts are in very good condition and are not at all dried out. These higher quality, imported nuts could be problematic in the future.

If some of you are unable to attend the meeting and have some questions or data to pass on to Jeff Olsen or Loren Amsberry send them to me and I will see that they are presented. This also applies to topics that you might like to have brought up in the meeting. Your input is important.

I am looking forward to seeing you at the meeting and hope many of you can attend. Participation by many will make the organization successful.



EDITOR'S NOTES

We've decided there are two wonderful things about winter: chestnut cheesecake and the fact that the trees don't have to be watered.

A couple of you thought marketing might be a timely topic for this issue so you'll find an article by Annie Bhagwhandin, detailing her use of the internet for marketing, and another article on the USDA's new website for farmers' markets. In addition, John Schroeder presents some interesting information on pesticides from the Pesticide Notification Network.

Enjoy!

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Carolyn

WESTERN CHESTNUT GROWERS ASSN., INC.

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JOTICE.

The Western Chestnut is published quarterly by the Western Chestnut Growers Assn., Inc. at PO Box 841, Ridgefield, WA 98642.

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Regular membership is \$20 per year per person. Members receive The Western Chestnut quarterly. For foreign delivery contact Editor for pricing. Back issues may be obtained by members. Membership applications may be obtained from the Secretary-Treasurer.

POSTMASTER

Send Address changes to WCGA, c/o PO Box 841, Ridgefield, WA 98642.

ADVERTISING RATES

Full page, camera ready (w/1 photo) \$10.00
Half page, camera ready (w/1 photo) 7.00
Quarter page 5.00
Business card (4 issues) 10.00

One classified ad per member per year is free (max 6 lines, \$2.50 ea add'l 6 lines). Ad space may be reserved with full payment but must meet established deadlines. If ad is cancelled, money may be refunded if space is resold. Make checks payable to Western Chestnut Growers Assn., Inc.

All ads and other copy preferred in PC format on disk or e-mail to rayoung1@ix.netcom.com. Ads must adhere to published ad sizes for space purchased. Call for specifics. Otherwise for best results, submit original photographs. Layout of ads will not be done until payment is received. Send materials to P.O. Box 841, Ridgefield, WA 98642, or Fedex/Express Mail to 29112 NW 41st Ave., Ridgefield, WA 98642. Call for further info.

PUBLICATION AND DEADLINES

Fallissue deadline 9/10 mailed 10/1
Winter issue deadline 12/10 mailed 1/1
Spring issue deadline 3/10 mailed 4/1
Summer issue deadline 6/10 mailed 7/1

EDITORIAL OPINION

The views, articles and advertising appearing in The Western Chestnut Quarterly do not necessarily reflect the attitude nor policy of the Western Chestnut Growers Assn., its members, officers, Board of Directors or Editor. The Western Chestnut Growers Assn. Inc., and this publication are not responsible for errors and/or misrepresentations in advertising. The Editor reserves the right to reject or edit all material submitted for publication.

Chestnuts on the Web -- Wave of the Future

by Annie Bhagwandin

(Editor's Note: Annie Bhagwandin graciously agreed to share her story about the family's online adventure into the world of E-Commerce. "Chestnuts roasting" may have a warm-fuzzy feel, but it takes marketing to complete the picture. Annie shows us how the internet is putting real dollars into their pockets through their website which is now generating about 95% of the sales for their orchard.)

entered this whole computer "thing" like a hesitant swimmer testing the waters with just the tip of a toe. Slowly I have been immersing myself in the waters of tech-

nology and commerce Shady Grove Orchards - Netscape and am now happily, yet barely, treading water with at least my nose above sea level! There are traps like eddies and undertows to avoid and I have done fairly well. There is also truth to the saying that the risk you take is directly proportional to the reward. I have taken it slowly and have taken very reasonable risks.

We began last year by hiring someone to create a website. I chose someone who was experienced and also had a love for, and understanding of, after unsuccessfully

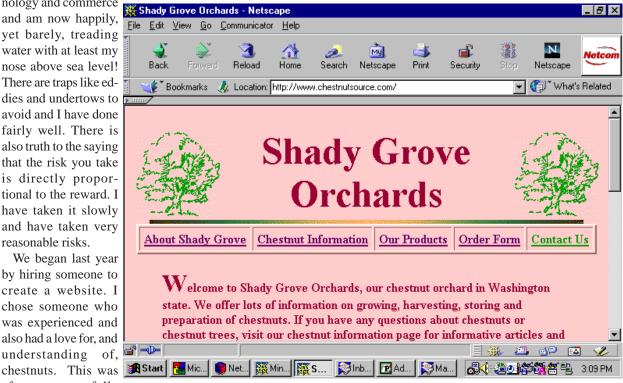
pursuing 2 other "webmasters". We came up with a very humble website and no capacity to accept credit cards. Most of all we went into this with absolutely no expectations of making gobs of money or any kind of response from the public. I'd say the best advice I could give someone that has free time to spend with their computer (you will be on it al lot with a website) is to keep your website informative and with the aim to serve the interests of others rather than yourself. This is what brings people to your site and has them coming back.

There are expenses that need to be considered. The least expensive way to get onto the information highway is to have a monthly e-mail account that allows for a webspace and take a night course at your local community college on web design. Rent for a website on the internet can be as little as \$20.00 or more in the range of \$50.00 for a commercial site. Cost to have a webmaster create a site for you will range from about \$800.00 to \$2500.00. The higher range includes shopping carts and ordering abilities, but nothing glitzy.

To be seen on the internet is another thing entirely and is the most important aspect of a website. There is some tedious work in submitting your site to the search sionalism. The better the site you create the more "hits" you will get which will in turn cause other sites to want to refer to you from their website. These are called "links" and you will want to do the same for your site choosing links that will inspire and inform your guests. Often people will want to exchange links with no money involved. There are also sites that you will want to have link to your site and there may be a fee, this is usually about \$30.00 per month.

If you are going to be providing products for sale then there are some other costs to consider. We have people actually mail in

a check or money order before we ship out their order. This keeps it simple though it may seem slow and inconvenient for many. This way we don't have to mess with credit fraud (which unfortunately can be a real problem), or the expense of providing the convenience of accepting credit cards. The average cost is \$50.00 per month and 2.5% of sales + \$00.30 per transaction to the credit card company. This is



engines and this must be done. The more often you update your submissions the more accessible your site is through the search engines. There is a fee to have a webmaster do this for you (or of course, you could go back to the community college) and this is part of the work that is done in maintaining a website. Maintaining a website is a monthly fee that can range from \$30.00 to \$250.00 depending on the capacity and abilities of your site. Registering a domain is how you get a fancy web address and is \$70.00 setup fee and \$35.00 annually. Having a domain name is not a necessity but it does infer a sense of profes-

one potential undertow that I have chosen to swim clear of. Of course you will want to have all aspects of a mail-order business (which are many) operating when pursuing on-line sales.

Overall the interactions with others from around the world has been a wonderful and enriching addition and convenience to our business. This year 95% of our business was done in our own home with the use of the computer and United Parcel Service. I'm saying that by next year I'll be doing the backstroke.

Visit us at:

http://www.chestnutsource.com

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USDA Website, from p. 1

- 3. New York (\$40 million)
- 4. Michigan (\$28 million)
- 5. Ohio (\$28 million)
- 6. Wisconsin (\$21.8 million)
- 7. Massachusetts (\$19.8 million)
- 8. New Jersey (\$18 million)
- 9. Texas (\$17 million)
- 10. Oregon (\$14.3 million)

Many states saw huge increases in the nuber of farmer direct marketing products from 1992-1997, Vermont led the way with a 46.1% increase, from 673 farmer direct marketing in 1992 to 983 in 1997. New Hampshire saw a 35.0% increase from 511 farms to 690. Alaska was third with a 34.2% increase from 76 to 102. West Virginia was fourth with a 26.6% increase from 869 to 1,100. Oklahoma saw the fifth greatest growth at 26.2% from 1,504 to 1,898. Wisconsin was sixth with a 21.7% increase from 3,159 to 3,843. Hawaii followed with a 20.7% increase.

Farmers' Markets also Increase

The number of farmers' markets in the United States has grown dramatically in recent years. USDA's 1998 Farmers' Market Directory lists 2,746 farmers' markets; up from 2,410 in 1996 and 1,755 in 1994 when USDA first began collecting data. Sales at farmers' markets now total more than \$1billion dollars a year, with most of the money going directly to small family farmers.

Agriculture Secretary Dan Glickman recently stated that "Farmers' markets and roadside stands have always been a way for Americans to stay in touch with our heritage and our roots. Today, farmers' marekts are critical to the success of American agriculture by allowing small farmers to sell their produce to consumers."

Glickman Announces Sign-Up for \$1.2 Billion Crop Disaster Program

WASHINGTON, November 23, 1999--Agriculture Secretary Dan Glickman today announced that farmers who have suffered severe crop losses due to national disasters can begin to sign-up for cash grants starting December 13. To be eligible, farmers must have lost at least 35 percent of their 1999 crops because of natural disasters. The deadline to file applications is February 25, 2000.

"While the economy in general is doing very well, American farmers are still feeling the pressure of low prices, and, in many cases, the effects of natural disasters," said Glickman. "This assistance will help farmers hit by disaster survive until conditions improve."

The fiscal year 2000 agriculture appropriations act provided \$1.2 billion for the Crop Disaster Program. Eligible farmers will receive an advance payment equal to 35 percent of their projected total payment as soon as their application is approved. Participants will receive their final payment after all applications have been received and approved.

For additional information, farmers can contact their local USDA Service Center or the Farm Service Agency local office, usually listed in telephone directories under "U.S. Government, Department of Agriculture" or on the internet at http://www.usda.gov.

USDA's Agricultural Marketing Service works with states to encourage market growth, while the Food Nutrition Service helps needy families gain access to healthy produce. Food stamp recipients can use their benefits at most farmers' markets, as can many participants in the women, infants, and children program.

Information on farmers' markets, including the national *Directory of Farmers' Markets*, can be obtained by calling 800-384-8704 or on the web at

http://www.ams.usda.gov/farmersmarkets/

Bits 'n' Pieces

Errors: If you spot errors in your mailing label or in our articles please notify your Editor so corrections can be made.

Free Ads: Don't forget that members are entitled to a free 6-liner classified ad each calendar year.

Membership: If you're not a member and are receiving a complimentary copy of this newsletter please consider joining the association. An application is on the back page.

Membership Status: Your status is on your mailing label. R=regular, C=complimentary, H=honorary, N=non-member. Let your Editor know if this is not correct.

Big Oops: Some kind soul contacted John Schroeder to tell him that your Editor had a major goof when typing the Bylaws. She left out a huge section. My apologies. It will be corrected with the printing of the next membership directory.



England's Orchard and Nursery

316 S.R. 2004 McKee, KY. 40447 Phone toll free (877) 965-2228 or (606) 965-2270 on the web at http://www.nuttrees.net E-mail nuttrees@prtcnet.org

Specializing in nut trees for alternative crops. Chestnuts with gall wasp resistance and other varieties, Walnuts of all types, heartnuts and other nut-trees available

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NUT GROWERS SOCIETY OF OREGON, WASHINGTON & BRITISH COLUMBIA Membership Application

21595-A Dolores Way NE - Aurora, OR 97002-9738

Western Chestnut Growers' Assn. Annual Meeting

Wednesday, January 26, 2000

Columbia River Doubletree

1401 North Hayden Island Drive Portland, OR

2:00 - 6:00 p.m.

<u>From the north</u>: Take I-5 south to the Jantzen Beach exit and stay in the right lane as you exit. Turn right at the signal onto N. Center Ave. and go to North Hayden Island Drive. It's just ahead of you.

<u>From the south</u>: Take the Jantzen Beach exit and proceed on the off-ramp until it goes under the freeway and becomes North Hayden Island Drive. The hotel will be on your right.



Winter 2000

Registration Due in the Office by January 21, 2000

Also please remember, the cost of the luncheon will be \$25 if you are not a 2000 paid up member of the Nut Growers Society. If not, just fill in the form to renew and send in your \$15 dues in addition to the meal ticket money. Thank you so very much.

NUT GROWERS SOCIETY ANNUAL MEETING LUNCHEON REGISTRATION

Northwest Agricultural Show

(Necessary for you to fill out if you want to have lunch - January 26, 2000)

Please send to: The Nut Growers Society 21595-A Dolores Way NE Aurora, OR 97002-9738

Names(s):				
Address				
City:	State/Prov:	Zip:	Country:	
Tickets @ \$13 for paid up members =				
Tickets @ \$25 for non-members =				
Questions? Sim	ply call (503)678-7823 (or fax (503)6°	78-6825.	

ANNUAL NUT GROWERS SOCIETY MEETING -- Agenda

Klamath/McKenzie/Rogue Rooms Columbia River Doubletree, Portland, Oregon

8:00 - 8:30 8:30 - 9:00	Handlers Trade Show Registration - Coffee & Schnecken Annual Business Meeting of the Nut Growers	11:15 - 11:30	"Status of OSU Hazelnut Propagation Project" William Proebsting, OSU	
,,,,,	Society President Ben Mitchell III	11:30 - 12:00	"Hazelnut Industry Awards and Recognition	
9:00 - 9:30	"Genetic relationships among Corylus spe-		Program" Ben Mitchell III, NGS President	
	cies." Shawn Mehlenbacher & Veli Erdogan	12:00 - 2:00	"The Right To Know" Terry Witt, Oregonians	
9:30 - 10:00	"Columbia Empire Farms Story" Floyd Aylor		for Food and Shelter	
10:00 -10:15	"Use of Ethephon for Advancing Hazelnut Maturity" Anita Azarenko, OSU Horticulture	2:00 - 2:30	"Learning from the Casina Experience" Moderator Jeff Olsen, OSU Extension, Panel Members: Rick Roemer, Anita Azarenko, Dave Smith	
10:15 - 10:40	Trade Show Break		,	
10:40 - 11:00	"The Kunze Farms History" Kurt Kunze, Hazelnut Grower	2:30 - 3:00	"Research Results From Pruning, Hedging and Tree Removal Trials" Anita Azarenko, OSU Horticulture	
11:00 - 11:15	"Status of Microplant Hazelnut Propagation Project" Gayle Suttle, General Manager.			

Note from Loren Amsberry

Microplant, Inc

Loren will be one of the speakers at the WCGA Annual meeting, and wanted to let folks know that in addition to to speaking about crop yields in California, Oregon, Washington and Michigan, he will also have information for members on Enzone, a new product from Entek for treating phytophthora.



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bySandyBole

Chestnuts have always been an important part of our family's holiday celebration. It's wonderful to see that they are finally receiving the publicity and compliments they deserve. Recent articles in the New York Times, The Oregonian and the Capital Press have praised both their flavor and versatility, in addition to comments on the beauty of the trees. Ideas ranged from mashing or pureeing them to serve in place of potatoes to roasting or boiling and adding to a variety of green vegetables or casseroles. They were also featured in a variety of ways for desserts. Irene Coleman garnered a full-page article in the Capital Press with her recipes. By all accounts, Peggy Paul's recipe for Chestnut Cheesecake, in the same article, is delicious.

Although our favorite way to eat chestnuts is to just roast and eat, our traditional Christmas morning breakfast always includes a wonderful chestnut casserole, which I prepare ahead and reheat on Christmas morning. If you've saved some nuts, try it on your family this year.

Chestnut and Apple Casserole

2 lbs	peeled chestnuts	4 1	med cooking apples
			butter
1 T	butter	1 T	sugar
1 1/2 T	flour	3/4 (brown sugar
1/2 tsp	salt	1 lb	lean link sausages

Cook chestnuts in chicken broth for 10 min. Pour into shallow casserole. Add additional chicken broth, if necessary, to cover the chestnuts. Cook covered in 300° oven for 30 min. or until the chestnuts are tender, but not mushy. Remove cover; stir in the mixture of 1-T. butter, the flour and salt. Cook, uncovered, for 10 min. Meanwhile, core and slice the apples in ½ in. rings. Roll in brown sugar and cook in 2-T. butter until browned and tender. Fry sausages. Remove the casserole from the oven. Cover the chestnuts with a layer of apples, then of sausages. Return to oven for an additional 5-10 min. Serve immediately or prepare up to one day in advance, refrigerate and heat before serving.

Serves 8.

Pesticide Notification Network Up and Running

by John Schroeder

The Washington State University has developed the Pesticide Notification Network (PNN) to provide interested parties with information about pesticide label changes. At the last Annual Meeting I reviewed the PNN program. This article is intended be an update of the program. Now that we have a Newsletter, we plan include a list of changes in each issue.

To minimize reproduction costs WSU sends notices to grower organizations. The attached table summarizes the notices received since the last report. For those of you with access to the

World Wide Web the PNN web site is: http://picol.cahe.wsu.edu

There is a lot of information available at the site and there are links to other sites. In my opinion, it is one of the better sites.

Each notice contains the following disclaimer: "The information contained in this notification is not to be used as a substitute for obtaining and reading pesticide labels. Information provided by the PNN is neither a recommendation nor an endorsement by either the Washington State University or the Washington State Commission on Pesticide Registration".

PESTICIDE NOTIFICATION NETWORK

1999 Notices for Chestnuts

<u>Number</u>	<u>Date</u>	<u>Type</u>	<u>Ingredients</u>	<u>Manufacturer</u>	<u>Comments</u>
1999-119	3/23/99	I	beauveria		Approved by WSDA
			bassiana		
			GHA		
			Mycotrol		
			22WP		
1999-122	3/25/99	Н	trifluralin	Tenkoz	Buccaneer (glyphosate)
1999-126	3/29/99	I	phosmet	Gowan Co.	Added directions for
				Imidan	walnuts, filberts and other
				70W	nuts for coddling moth,
					navel
1999-127	3/29/99	I	phosmet	Gowan Co.	
				Imidan	
				70WP	
1999-191		Н	glyphosate	Monsanto	
1999-242		Н	sulfosate	Zeneca	
1999-281	8/5/99	I	azadirachin	Olympic	
				Hort. Prod. Co.	
1999-283	8/9/99	Н	MSMA	United Hort.	Non-bearing
				Sup TNP	
1999-286	8/23/00	Н	clethodim	Envoy	
				(Valent)	
1999-298	8/31/99	Ι	azinphos	several	Increased REIs and
			methyl		reduced exposure

*I=insecticide; H=herbicide

NOTE: Read the entire label before using any agricultural chemical



Talk About a Marketing Gimmick!

How many of you growers can guarantee that your chestnuts have been "lab-tested"? Sounds pretty scientific, huh? It has good appeal for the sophisticated consumer. Well, Patty and Steve Jones, of Selah, WA, can truthfully say that their nuts are Lab-tested. They use a random sampling technique. The workers are very good at their job and quite reliable.

Classified Section



316 SR. 2004 McKee KY, 40447-9616

E-mail: nuttrees@prtcnet.org On the web at: www.nuttrees.net Got a service or product to sell to chestnut growers? Consider placing your ad here. This got your attention didn't it? ... and don't forget members get a free 6-liner once a year. See p. 2 for pricing information.

Western Chestnut Growers' Assn. Annual Meeting

Wednesday, January 26, 2000

Columbia River Doubletree Portland, OR

2:00 - 6:00 p.m.See p. 5 for details and map

Nut Growers Society Annual Meeting

The NGS Annual meeting will be held on Wednesday, Jan. 26, 2000 in the Klamath/McKenzie/Rogue Rooms of the Columbia River Doubletree, Portland, Oregon, beginning at 8:00 a.m. For information contact Polly Owen, 503-678-7823.

WCGA members may wish to attend the NGS luncheon prior to the WCGA annual meeting which will begin at 2:00 p.m. The price for NGS members is \$13 per person, non-members, \$25. Membership in NGS is \$15 per family. Reservation forms for the luncheon, an agenda for the NGS meeting, a membership application for NGS and a map are included in this issue.

Photocopy this form.

	Membership	Application	
	Western Chestnut C	Growers Assn., Inc.	
	O New Member	O Renewal	
Please print clearly:			
Name(s)			
City		State/Province	
Zip/Postal Code		Fax ()	
<u>Variety</u>	# of Acres	# of Trees Yr Planted	Current Production
			lbs lbs lbs lbs lbs lbs lbs

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Send this form with your check for \$20.00 per person made payable to Western Chestnut Growers Assn., Inc. to John

Schroeder, Secretary/Treasurer WCGA, 39002 NE 124th Ave., Amboy, WA 98601.