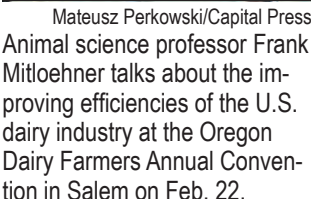


Mitloehner: Nostalgic stereotypes can lead to consumer mistrust

Consumers can react with distrust when they encounter commercial dairies after being exposed to bucolic advertisements about "happy cows," the University of California Extension specialist said during the recent Oregon Dairy Farmers Annual Convention in Salem.

"They say this and this

It has been a decade since the United Nations' Food and Agriculture Organization published a highly publicized report, "Livestock's Long Shadow," that blamed livestock for causing more greenhouse gas emissions than global transportation.



Mitloehner was a chief critic of the report, which pointed out that the “lifecycle” analysis of greenhouse gases from livestock produc-

Even though the UN has since shifted its position on livestock production, talk show hosts and advertisements continue to allude to the 2006 report, he said.

“It implies transportation

While a cow in the U.S. can produce 20,000-25,000 pounds of milk a year, a cow in Mexico can produce about 4,000 pounds and a cow in India can produce about 1,000

China, for example, loses 40 percent of its hogs before weaning due to inferior nutrition, genetics and veterinary care, which isn't affordable in the long-term, Mitloehner said. "They actually have to change the way they produce food."

It's how employees behave, it's attitude and tone set by the operator that employees emulate, George Zanatta, business coach and CEO of Atkinson Staffing, an agricultural and industrial labor contractor in Washington and Oregon, said at the WAFLA annual labor conference at Central Washington University in Ellensburg on Feb. 18. WAFLA was formerly the Washington Farm Labor Association that now also serves Oregon, Idaho and other states.

"I've come to the conclusion that every single company is a mirror image of the person who runs it," Zanatta said.

"We have a huge confusion



But in America today, too many companies are run by au-

Wegmans Food Markets, headquartered in Gates, N.Y., views employees as its key asset and has a motto of employees first and customers second, Zanatta said.

As part of the plea agreement, prosecutors dismissed 70 forgery counts, alleging Leonardson altered records of company checks to cover this thefts.

Pickett also sentenced Leonardson to six to 28 years in prison, opting to suspend the prison time in favor of probation. The judge has

“He’s a good man who made a bad mistake,” Smith said.

The Senate will soon vote on HB 4040 having passed a key legislative committee on Feb. 23 and earlier having passed the House.

Sen. Chris Edwards, D-Eugene, said it's not unprecedented for Oregon lawmakers to weigh in on thorny policy issues instead of having them

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VIN=1FVNASY97KP367302
Amount due on lien \$7,230.42
Reputed owner(s) PRECISION SEED
CLEANERS INC, SUMMIT LEASING
INC, WESTERN SEED FARMS

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