

What's up

Monday

CO-OP CAREER FAIR: booths for students interested in co-op for the Summer and Fall 1987 semesters will be set up in the lobby of Zachry Engineering Center from 8:30 a.m. to 3:30 p.m.

TAMU JAZZ BAND: will meet at 7:30 p.m. in the Commons west piano lounge. Musicians are needed.

AGGIE ALLEMANDERS: will meet and hold square dance lessons at 7 p.m. in the Pavilion.

SIGMA IOTA EPSILON: will meet at 7 p.m. in 151 Blocker.

PSYCHOLOGY CLUB: will meet at 7 p.m. in 204 Harrington.

DEPARTMENT OF ENGLISH: J.J. Dent will hold a writing outreach session on "Applying for a Job: Writing the Right Letter" at 6:30 p.m. in 105 Blocker.

INTRAMURAL RECREATIONAL SPORTS: entries for wrestling and table tennis doubles open at 8 a.m. in 159 Read.

TAMU CIVIL LIBERTIES UNION: Dr. Hickman will discuss the implications of the McCarren-Walter Act of 1952 at 7 p.m. in 203 Zachry.

Tuesday

DEPARTMENT OF SPEECH COMMUNICATION AND THEATRE ARTS: John C. Redmond, president of GTE Lab. Inc. will speak on "ISDN — What it is and what it does" at 7 p.m. in 206 MSC.

COWBOY CHAPTER FELLOWSHIP OF CHRISTIAN ATHLETES: will meet at 7 a.m. at the International House of Pancakes.

DEPARTMENT OF ENGLISH: Karen Forrest will hold a writing outreach session on "Applying for a Job: Writing the Resume" at 6:30 p.m. in 105 Blocker.

DEPARTMENT OF ENGINEERING: Dr. Mark Holtzapple will hold a review and help session on chemistry at 6:30 p.m. in 103 Zachry.

STUDENT Y ASSOCIATION: will meet at 7 p.m. in 225 MSC.

STUDENT Y — AGGIE FRIENDS: will meet at 7 p.m. in 410 Rudder.

AGGIE DEMOCRATS: will meet at 8:30 p.m. in 402 Rudder.

MSC HOSPITALITY: will hold a spring fashion show featuring the Miss TAMU Pageant contestants at noon in the MSC lounge.

ALTERNATIVE CINEMA: will show the French film "La Bete Humaine" at 8 p.m. in the auditorium of Langford Architecture Center.

ADVERTISING ASSOCIATION: will meet at 7 p.m. in 127 Blocker.

STUDY ABROAD OFFICE: students interested in studying abroad should meet at 11 a.m. in 251 Bizzell West.

CIRCLE K INTERNATIONAL: will meet at 8:30 p.m. in 501 Rudder.

TAMU ONE-WHEELERS: will meet at 6 p.m. in front of G. Rollie White Coliseum.

SPANISH CLUB: will meet at 8 p.m. at the Flying Tomato.

HORSEMEN'S ASSOCIATION: will meet at 7 p.m. in 115 Kleberg.

TAMU PALEONTOLOGY CLUB: will meet at 8 p.m. in 174 Halbouty.

AGGIE PARTNERS FOR SPECIAL OLYMPICS: students interested in helping with Special Olympics may sign up through Wednesday in the MSC.

CLASS OF '88: gift ideas are due by March 13 in the Class of '88 cubicle in the Student Programs Office in the MSC.

Items for What's Up should be submitted to The Battalion, 216 Reed McDonald, no less than three working days prior to desired publication date.

A&M center finds markets in agriculture

By Tom Hamiter
Reporter

Texas A&M is home to a center that helps Texas farmers develop products and identify or improve the markets for those products.

"Markets are not static," Texas Agricultural Market Research & Development Center Director Robert E. Branson says. "They are constantly shifting or dying and new opportunities are being opened up that would help agribusinesses capture new markets."

Branson, a professor in the agricultural economics department, says the center works on research projects with many departments in the University.

The center, established in 1969, has an operating budget, but much of its funds come from agribusinesses that want a particular type of research done and from other departments in the University that join in the research, he says.

A major concern of the center, he says, is the fact that Texas exports very few processed goods to other states and to other nations.

The center identifies these weaknesses and attempts to promote the installation of more processing plants in Texas, he says.

Producers do not have the time or the resources to determine how to improve markets or to identify potential new markets, Branson says.

These people are affected by the center through various producer organizations and interest groups, such as the American Dairy Association, Texas Rice Growers and the National Cattleman's Association, he says.

Dr. Lonnie Jones, also a professor in the agricultural economics department, says that agriculture's share of the state's gross national product is only about 9 percent. On the national level, agriculture's share is about 20 percent, he says.

The center can improve, or at least maintain, agriculture's share in the state's gross national product by identifying areas of agribusiness with the highest potential for adding value to agricultural products made in the state, Jones says.

Another way the center can improve agriculture's share, Jones says, is by identifying and increasing access to international markets.

Branson says that since the center was created, land grant colleges in Florida and Massachusetts have developed similar centers.

The Massachusetts center is more consumer-oriented than its Texas counterpart because that state is not as dependent on agriculture as Texas, he says.

SPRING FASHION SHOW
Featuring:
The Miss TAMU
Contestants
Feb. 24 12:00 MSC Lounge
PAGEANT TICKETS ON SALE AT SHOW

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