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NEWS RELEASE

By Winfred P. Cowgill Jr.

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News material dated March 8, 2006

RE: Hershey PA - International Fruit Tree Association Recognizes Win Cowgill

March 1, 2006, Hershey, Pennsylvania was the site of the 49th annual conference of the International Fruit Tree Association. Founded in 1958, IFTA is the leading professional organization for progressive tree fruit (apple, peaches, cherries and pears) growers worldwide.

At the annual banquet, Cowgill was recognized as a 2006 recipient of the IFTA's "Outstanding Service to The Industry & Organization" award. This is a special award only given in years when an outstanding individual is identified for this special recognition. Cowgill and his colleague Jon Clements, Extension Fruit Specialist at Umass, Amherst, were cited for their contributions to IFTA over the past ten years, specifically developing an outstanding world wide web presence for the organization and in bringing IFTA into the digital age. Cowgill and Clements worked hand-in-hand with the IFTA Board of Directors to enhance the educational content developed by the organization and made it available to its worldwide membership.

Win Cowgill has been a long-term member of IFTA for 28 years. Cowgill, along with Gary Mount of Princeton and Bill Tietjen of Belvidere, hosted the IFTA's summer educational tour to New Jersey in June 2005. "Participation in IFTA over the years has been instrumental in the development of my professional career as an extension agent focused on tree fruit production," said Cowgill. "IFTA educational programs have enabled more fruit growers to adopt modern high density planting systems worldwide than any other organization."

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