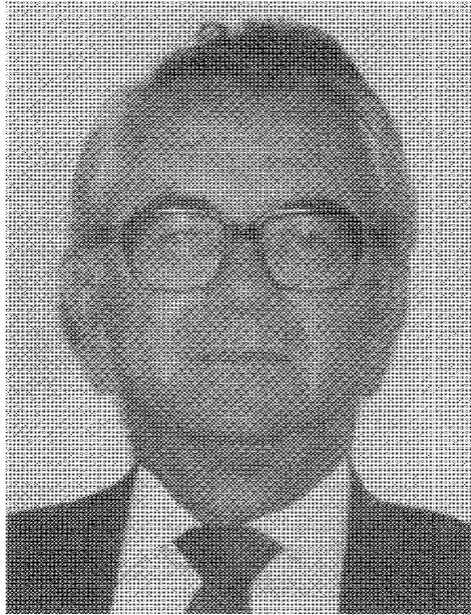


From the Oat Newsletter, volume 37, 1986:

Donald J. Schrickel  
Award for Distinguished Service to Oat Improvement



Mr. Donald J. Schrickel, as Director - Grain Research and Development with The Quaker Oats Company championed the support and needs of both the oats researcher and the milling oats industry. For over twenty years he strategically placed research funds for the development of productive, high quality oats varieties and for the professional development of graduate students. Additionally, he offered timely council to researchers, administrators and his associates.

Mr. Schrickel began his long association with The Quaker Oats Company in 1950. He held grain purchasing and grain merchandising positions for fifteen years. During these years, he became very aware of the need to continually improve oats varieties and management practices. In 1965, Mr. Schrickel joined Dallas E. Western in the Grain Research and Development department. Consequently, he was in a position to encourage oats research at both state and federal levels. He has appeared before the Agricultural Appropriations subcommittees of both the House and Senate to present testimony on behalf of USDA-ARS and State Agricultural Experiment Station Research. Also, Mr. Schrickel has appeared before ARS Administrators and before various State Agricultural Experiment Station administrators to encourage support for oats research and oats researchers.

To strengthen the impact of these appearances, Mr. Schrickel founded and was the first president of the Milling Oats Improvement Association. He continues to serve as the chairman of the Legislative Committee which promotes oats research among state and federal officials.

Mr. Schrickel has promoted new oats varieties, management techniques and marketing strategies through several educational programs. The most notable program is the Oats Improvement Program for Future Farmers of America in Iowa, Minnesota, North Dakota and South Dakota. Over 1000 students from 150 high schools participate in the program. Additionally, Schrickel developed educational materials for distribution to FFA advisors, farmers, elevator operators and grain merchants. Under his guidance, a series of radio programs and advertisements were developed to offer helpful hints concerning timely oats management topics.

Mr. Schrickel expanded the funding of oats research to include Canada and Latin America. In 1986, Quaker will fund sixteen programs in eight foreign countries with the objective of developing new and more productive oats varieties. Additionally, he has implemented the exchange of germplasm among oats researchers all over the globe. This action has significantly improved disease resistance in the Latin American varieties.

Mr. Donald J. Schrickel has made many noteworthy contributions to oats improvement. His untiring efforts to promote and support oats research are unequalled. His enthusiasm for improving the yield and quality of oats serves as a source of encouragement to high school vocational agriculture students and farmers as well. He is highly respected and liked by agricultural research scientists, graduate students, administrators and colleagues. Consequently, Mr. Schrickel is a very deserving recipient of the Distinguished Service to Oat Improvement Award.