

From Where We Stand . . . The Power To Produce - - And Sell

America's living habits have changed and so have many of our eating habits. We are less active. We Americans today are eating less food on a product weight basis. Food consumption has dropped from 1668 pounds per person in 1945 to less than 1500 pounds in recent years.

At the same time, people are having to make more decisions about what to eat and drink because they have more food and beverages to choose from. This means milk and dairy products must be aggressively sold if they are to retain their proper share of the consumer's dollar.

Another factor in today's food buying picture is the rash of diets and food fads. Most of the so called "crash" diets are based on incomplete or misapplied scientific discoveries, but such diets have received a tremendous amount of publicity, and the only way to combat their harmful effects is through a strong campaign of information directed at the consuming public.

The American dairyman is a production genius.

According to information released by the American Dairy Association, there were approximately four million dairy farmers 20 years ago compared with about one million today. Twelve years ago there were 22 million dairy cows in America; today there are 17 million.

Average herd size is up 61 per cent in 15 years from 27 to 44 cows, and average milk production per cow is up 70 per cent in 20 years. In the last 15 years alone, production has gone up more than 50 per cent.

Agricultural productivity per man hour is going up three times as fast as industrial productivity — up 90 per cent in 12 years, an average of seven per cent per year, and is still climbing.

Faced with a cost-price squeeze, an acute labor shortage and other changes in the years following the war, the dairyman met the challenge by streamlining and modernizing his business with bulk tanks, mechanized feeding and milking systems and greater efficiency of manpower, coupled with herds having higher bred-in production potential.

Today we face new challenges. Increased production and efficiency are not enough. We must match the "power to produce" with the "power to sell", if dairy products are to hold the place of prominence they have always had in the eating habits of the American people.

At least that's how it looks from where we stand.

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Of Scapegoats

It's easy enough to blame someone or some institution for a real or imagined injustice. But putting blame where blame belongs can be a very different matter.

This little truism applies to the current beef situation. In many areas, a record number of cattle are now on feed. The going price for fat cattle is below that which many feeders paid for their stock. As a result, numbers of cattlemen have charged that the other elements in the meat industry — such as the packers and retailers — are responsible.

Road Safety

When you and your family travel, allow plenty of time to reach your destination, advises Helen Bell, Penn State extension home management specialist. Be alert to your own driving and that of other drivers, and be read to handle the unexpected. If going a long distance, don't drive until you become overtired. Periodic rest stops are important to your safety.

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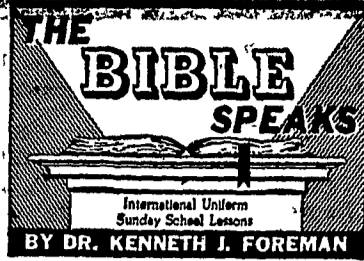
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Justice

Lesson for June 16, 1963

Bible Material: Psalms 11; 72; 82; 106; Amos 5; 8.
Devotional Reading: Psalm 67.

PEOPLE who talk about the separation of church and state often do not know just what they are talking about. As the founding fathers of America saw it, there is a danger in the possibility of the state's supporting one church or one form of religion against all others. The framers of the constitution had seen some examples of state religions and they did not want to make the same mistake here. However, it was not their intention to rule religion out of public life. These were the same people who started the custom of inaugurating presidents and other high officials with religious oaths and public prayer. These were the same people who adopted the motto "In God we Trust."

Dr. Foreman

Justice is demanded

In the view of the Bible, justice is not optional. When the prophets spoke of justice, they were speaking of it as a requirement, not optional but demanded. The prophet Micah speaks of justice as one of the three great requirements of religion along with mercy and humility before God. Justice is woven into the Ten Commandments and into American ideals. A man dare not fancy himself religious, he dare not fancy that he can please God, if he is not just in all his dealings, so far as he is able. All forms of Christianity have this (and much else, to be sure) in common with one another and with the religion of the Jews: Religion and right conduct go hand in hand. Religion that is genuine calls for a life devoted to justice. This does not mean that every man is called to be a lawyer or a judge. It does mean that every day every person is faced with some decision, perhaps many, in which he is tempted to be unjust.

Justice is defense

There is one very interesting feature of the Bible's interest in justice. It is hardly ever defined as simple fairness; it is more often seen as taking sides. It is the notion of some people, though how they can think so is a puzzle to any who know a bit of history, — a notion that justice so to speak is automatic. There is something in the nature of things that works toward justice—so this idea supposes—so that we do not have to try hard, much less fight, for justice. Everything will come out right in the end if you will just leave everything alone! Of course, it does not. Whenever injustice, in any form, has passed away or become less, it has because some one was bold enough and strong enough, not only to speak up for the victims of injustice, but to stand up for them. Justice, mentioned in the Old Testament so often, means taking sides when one side is unfair to the other; "the poor," "the needy," the oppressed" these words are common. The Ten Commandments begin with an introduction to God. "I am a just God." Rather, "I am the Lord thy God who brought thee out of the house of bondage." God is the kind of God who is everywhere and always on the side of the oppressed and against those who do the oppressing. Justice, if you believe in it, often demands that you fight for it. Justice is defense.

Justice is divine

Unjust people seldom think of themselves as unjust. Every one knows in his heart of hearts that injustice is wrong. Every one resents injustice fast enough if he is the victim; very few people can see injustice being done when they are the oppressors, not the oppressed. Injustice has many evil consequences, but itself is rooted in selfishness. In the days when society was organized in the feudal pattern, nobody thought it wrong that the serfs, at the bottom of the ladder, were cruelly treated. "Noblemen" would resent, at sword's point, the kind of treatment they gave the serfs every day. If you asked a nobleman about this, he would have said it was no injustice, he was so much superior that he deserved superior treatment. In every age those who battle for justice have the equivalent of the feudal so-called noblemen against them. There is one comfort for the fighter for justice: He may be sure that the God who hates injustice is on his side.

(Based on outlines copyrighted by the Division of Christian Education, National Council of the Churches of Christ in the U. S. A. Released by Community Press Service.)

Consumer demand for various kinds and cuts of meat varies, often very substantially, from season to season. This change has a strong influence — upward one time, downward another — on both livestock prices and the retail prices of which they are a reflection. No one, in an economy such as ours, can effectively control prices and peg them at some given level.

If — from the cattlemen's point of view — the beef situation has changed for the worse of late, it will change for the better on some coming day. But there is neither reason nor profit in seeking scapegoats.

The same can be said for most agricultural commodities. We all know that the difference in price between wholesale price at the farm and retail price is often quite high, but the processor of farm products can not be expected to operate without profit any more than the farmer can. If farmers have problems, they should accept their share of the blame for causing those problems.

At least that's how it looks from where we stand.

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And Whipped Cream

Strawberries are ripe. How do you like them — strawberry shortcake, strawberry pie, mashed in abowl with a little sugar, frozen, or just out-of-hand?

Well, no matter how you eat them, strawberries are better with good cream, or a glass of cold, refreshing milk.

Nothing brings out the delicious, tart flavor of fresh strawberries like good, thick cream, and strawberry shortcake just lacks about half its value without cream or whipped cream.

If dairymen miss the opportunity to encourage the use of cream with strawberries at this time of year, or if they miss the opportunity of eating some themselves, they need to wake up to the possibility of building sales. Everyone knows milk and dairy products are "good for you". Now let's tell everyone just how "good" they can be.

At least that's how it looks from where we stand.

Now Is The Time . . .

BY MAX SMITH



MAX M. SMITH

To Delay Grazing

Many temporary pastures have been seeded this spring such as the sorghum-sudan grass hybrids and sudan grasses; both of these forages will give good summer growth for either grazing or green-chopping. However, growers should wait until the growth is at least 16 to 18 inches tall; when consumed too young there is some danger of prussic acid poisoning.

To Harvest All Straw

All small grain growers are urged to pick up and bale all available straw this year; there is an acute shortage of straw and bedding throughout the country and this crop might be an additional income for those who do not need it in their barn.

To Provide Shade

The hot sun along with high humidity reduces livestock comfort at all times; animals out on pasture should be provided with plenty of shade during daylight hours. If trees are not in the area, then temporary shade constructed will increase yields and give greater returns. The roof of the shade should be at least 10 to 12 feet from the ground in order to provide better air circulation.

To Plow Down Fertilizer

Growers who plan to harvest a crop of hay or barley and then plow for corn should plow down either nitrogen or a complete fertilizer, the nitrogen in the fertilizer will not only help to get the corn matured faster but will hasten the rotting of the sod crop. When plowing during the hot summer months it is advisable to roll or cultipack immediately to prevent loss of soil moisture.