

From Where We Stand...

Beat That Marketplace Competition

We were asked the other day, "Do you believe, really believe, there is competition for meat from soybeans, fish flour, and other such high protein products?" Well, sometimes the best way to answer a question is to ask another question.

So, here goes. Did you believe there would ever be a "magic ray", before the laser beam came into existence? Did you think there really would be a man on the moon by 1969? Did you ever suppose you would drink orange juice, the ingredients of which aren't remotely related to an orange?

Yes, we really do believe there is competition abounding and abounding to move into the heretofore untouchable sphere of prestige and healthfulness of our meat industry's products. From the hot dog — hamburger — stew market to the kingliest of roasts — at every step, there is someone out there who believes he can do it better, and cheaper.

Consider comments made by the president of General Mills, Inc., that sophisticated marketing-alert "flour miller." On receiving an industry award for chemical engineering in development of General Mills' line of meat-like, soybean-based, entree foods — prey James Summers is reported to have said, "The challenge becomes engineering plus consumer marketing. The acceptance of foods depends on their fit in the existing cultural pattern. For instance, if you want to achieve acceptance in a society which regards fried grasshoppers as the ultimate in food elegance, then you must provide a product which looks and tastes and has the texture of fried grasshoppers. You find out what the consumers want and then you supply it to them at a price they are willing to pay."

General Mills has been test-marketing their "meat-like" products for about a year. Apparently they believe it will go over with the public and rumors have it that when the multi-million dollar manufacturing plant is completed in Cedar Rapids, Iowa, there will be an awful lot of the synthetic meats around. They can be tailored to be polyunsaturated, high or low in carbohydrates, animal or vegetable fat, zero cholesterol, with or without vitamins and minerals and controlled in calorie and protein content.

Yes, we believe it. And of course, we congratulate General Mills.

Now that we have those social amenities out of the way, let's see the livestock-meat industry buckle down and meet and beat that competition in the marketplace. Let's see them continue to develop better 'burgers, franks, steaks, roasts and chops. After all, that is their business, and it is what consumers have wanted. Let's keep them wanting real meat. And besides, General Mills likes competition.

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

Take A Lesson

At times we must report news that is not what you would call complimentary to farmers. Such is the case with the story this week where USDA reports the retention of 258 hogs in a New Mexico slaughter house because it was discovered that some of the animals might contain a mercury residue.

Needless to say, USDA regulations do not permit any mercury residue in meat or meat products. Eating anything with a large mercury residue can be fatal.

Naturally, accidents can and do happen and the family who slaughtered one of these hogs for its own use has three children hospitalized with mercury poisoning. We feel sorry for them. But what we think there is no excuse for, is the second farmer who was told not to ship his hogs for slaughter but he did so anyway. We think such actions show down right stupidity.

Farmers have a moral responsibility as well as a legal responsibility to provide humanity with good food. And it doesn't matter if it is mastitis treatment for dairy cows, growth stimulants for broilers or any other medication for our livestock or poultry that may leave a residue in the food products, a withdrawal period is a must.

Let's all take a lesson from the misfortune of the family in New Mexico and vow once again that we will follow all regulations for the use of all types of farm chemicals. If each one of us will forfeit the few dollars we lose by doing so, and consider the other person who will eat the food rather than being so self-centered, we will in the long-run make it up in extra consumer acceptance of our farm products.

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

Sixth Grade Capitalism

A new kind of grading system has been adopted by a sixth grade California school-teacher. It is based on a point and incentive system that pays the student, in imaginary dollars, for good work and fines him when he falls down on the job. The teacher says the system works: "... It has done away with grades. I substitute academic dollars."

At the beginning of the year, the instructor gives each pupil a \$500 credit to start the semester. The nest egg expands or shrinks, according to the caliber of academic work produced by its owner. Students can build small empires. A superior student can acquire a firm that dispenses facts to those who were inattentive in class or didn't do homework. There are about a dozen other firms successful students can buy and operate. They also may earn academic dollars for helping slower students, for good work habits and for co-operation in class. Says the instructor: "You can't keep the kids at home. They come even when they're sick. ... The students are motivated to work."

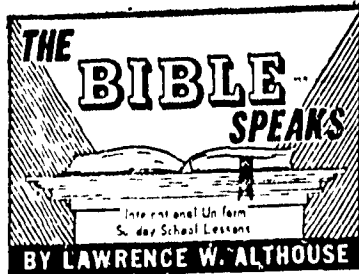
When parents criticize the idea of bringing capitalism into the schools, the teacher answers, "But I'm teaching the American way of life. ..." What is wrong with capitalism? The imaginative California school-teacher deserves praise. We need more like him.

Local Weather Forecast

(From the U. S. Weather Bureau at the Harrisburg State Airport)

The five day forecast for the period Saturday through next Wednesday calls for temperatures to average above normal with daytime highs in the mid 40's and overnight lows near 30. Seasonably cold Saturday and Sunday, milder on Monday and Tuesday and colder again on Wednesday. The normal high-low for the period is 39-23.

Precipitation may total one-fourth to one-half inch water equivalent with chance of rain on Saturday and Sunday and again Tuesday.



OF WHEAT AND TARES

Lesson for February 1, 1970

Background Scripture: Amos 2:6 through 3:2; Matthew 13:1-51; Revelation 19; Devotional Reading: Psalms 1.

Some of the richest men in the United States today include a number of racketeers who have amassed millions of dollars in illegal profits and yet have managed to evade prosecution by the law. They have cleverly escaped detection and, as each year passes, the possibility of convicting them seems to diminish.



Many people want to know how God can allow this to happen. How can he permit these people to go unpunished? How can he allow them to prosper while good men are in want? If the law cannot give them what they deserve, cannot God bring them their just deserts?

THE FREEDOM TO CHOOSE

If we are to seek answers to these questions we must understand, first of all, the source of evil in our world. God neither causes evil nor is he indifferent to it. Yet, he also gives human beings the freedom to choose to do either good or evil. Thus, he permits evil to the extent that he allows men to choose for themselves. It is his will for them to choose to do good, but he does not make that choice for them. Because he permits people to choose evil, if they desire to, there are always many opportunities for evil in our everyday lives.

The parable of the weeds and the wheat helps us with this problem in that it reminds us that it is God alone who can determine which are the "wheat" and which are the "tares." The householder tells the servants, "No, lest in gathering the weeds you root up the wheat along with them." You and I judge according to appearances which often, we find, may be quite deceptive. Only God can

judge rightly, looking beyond the appearances to the realities.

This is probably why Jesus used the comparison of the wheat and tares. Tares are a weed that look very much like wheat, making it difficult to differentiate by appearance alone. To mistake a tare for wheat could be a serious mistake, for tares have a very bitter taste and cause dizziness.

THE FINAL HARVEST

What is true of tares and wheat is often true of people too. Some people may appear to be one thing and turn out to be something quite different. Aren't there people whom you have substantially misjudged? Or perhaps you meet someone who seems distant and unfriendly, yet in time they prove to be very fine people. We are not really equipped to judge with finality the souls of our fellow men.

There is a third thing this parable tells us: the execution of God's judgement comes, not during this lifetime, but at some time in the life beyond this world. The parable speaks of the final "harvest" when wheat and seeds will be separated according to the instructions of the householder.

This, then, is the answer to those questions which point to the persistence of evil in the world and ask: "How can God let it happen?" Some evil, to be sure, does bring punishment in this life to those who practice it, but the ultimate and final penalty is reserved for God's own day of judgement.

ANOTHER OPPORTUNITY

This is what Jesus means when he says, "Let both grow together until the harvest. . . ." At that time, judgement will be executed by him who alone is able to judge.

This parable also helps us to understand better our mission in the world. It is a mission that takes us into the whole world, not just to the "wheat" or the so-called "good people." We have added opportunity to win people for the kingdom, people who otherwise might be lost to the power of evil. For we must remember: the tares do not have to remain tares!

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ATTEND THE CHURCH OF YOUR CHOICE SUNDAY

Read Lancaster Farming For Full Market Reports



NOW IS THE TIME . . .

By Max Smith
Lancaster County Agent

To Complete Census Forms

All farmers have been mailed the 1969 US Census forms and are requested to fill them out and return by February 15. This census is to be taken by mail only and therefore it is important that all farmers complete the needed information and cooperate as requested. Agricultural information is important for many reasons and we urge all farmers to comply with the requested procedure.

To Manage For Efficiency

Modern agriculture requires efficient production in order to be successful, this means discovering and correcting all the problems that reduce gains and production, or reflect the waste of time and materials. Such items and either internal or external parasites on livestock, faulty feed troughs or feeders, lack of salt or minerals, or the

lack of fresh water at all times. Some of these items seem quite small but if they are not corrected or provided, efficiency will not be attained. Good management must be present and requires special effort from all farmers.

To Make Farm Plans

The 1970 cropping season is less than eight weeks away. We urge farmers to be making definite plans for all of their major farm enterprises and to be getting their orders placed for materials. The farm records of the past several years should be evaluated and used as a guide for future plans or expansion. The servicing of farm machinery should be done weeks ahead of the time needed. Thorough planning and organizing of the work load and the farm labor should result in improved management.

Farm News This Week

Program For Egg Price Stability Given Poultrymen — Page 1

Dairymen Must Increase Cows In Herd To Compete — Page 1

LANCASTER FARMING

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