

Poor Diets - Farm Opportunity

A national survey by the USDA indicates that only half of the 15,000 families studied had diets rated "good."

About one in five families, a very large 11 per cent, had diets rated "poor."

Diets rated "good" had nutrients meeting fully, or exceeding, recommended dietary allowances set by the Food and Nutrition Board of the National Research Council.

Diets rated "poor" provided less than two-thirds of the recommended dietary allowance for one or more of seven nutrients studied.

What does this mean for the farmer and the large agri business complex which serves him?

It certainly should mean **OPPORTUNITY**.

Only half of the people in the most prosperous country in the world have good diets.

It's a challenge and an opportunity to improve the eating standards of the other half.

Learn the Diet Issue

Every farmer, every farm businessman, every farm organization should become thoroughly familiar with this situation and do some serious thinking about how he or his organization can profit by filling a very real need, the need to improve the diet of the other half.

Before the farmer can profit fully from this situation, he must understand it.

For instance, the study shows that adequate income alone does not guarantee good diets. Among households with incomes of \$10,000 a year or over, nine per cent had poor diets.

This means that opportunity does not lie just with the poor and disadvantaged. It exists at all levels of society.

Some more specific findings of the study revealed that as a rule the diets of females were not as good as those of males. Adolescent girls and women, from ages 9 through 54, averaged below the recommended allowances for calcium, iron and thiamine.

Older men and women, especially those aged 75 and above, were low in calcium, riboflavin and vitamin A.

Infants and children under the age of

six were below the recommended levels for iron.

Think about it Mr. Dairyman, Egg Man, Beef Man, Mr. Farmer Whatever Your Product. Think about it Mr. Allied Industryman and Farm Organization Leader and Member.

Can You Help?

Can your product meet the need of infants for iron?

Can your product put adequate calcium, riboflavin and vitamin A into the diets of the elderly?

Can your product put adequate calcium, iron and thiamine into the diets of adolescent girls and women?

Can your product do it at a price that every one can afford?

If the answer is yes to any of these questions, poor diets in the U.S mean opportunity for you.

Why Not Act?

The only really important question is Why aren't you meeting the need?

Is it because you don't understand the need and the opportunity? Then, get with it, learn.

Is it because those who need don't understand or know about their need? Then, become a teacher, educate them.

Is it because you don't have the product to meet the need? If so, shame on you. Improve your product or get a new one.

To sum it all up, get where the action is.

Hunger-Quality Food

This nation for many years has been gearing up to eliminate hunger and poverty. While the means of doing the job may change from time to time and while the speed and cost involved is often debated, the job will be done.

So why shouldn't the farm community help pioneer, help get the job done better and faster, and profit from it.

In the past several decades farmers have proven repeatedly that they can produce far more than the people of the nation can consume.

With the quantity problem largely solved, farmers can profit by turning to the issue of quality. They can profit by making sure they're part of the movement which provides a quality diet for everyone.

On Cutting Out the Middle

Harold E. Neigh, Penn State extension consumer economics specialist, says that marketing costs in 1969 accounted for 59 cents of the consumer food dollar, while the producer got 41 cents.

He continues, "Labor is the biggest part of marketing costs. Earnings and fringe benefits of food marketing employees are expected to continue rising during 1970."

"Prices of most inputs, such as materials, equipment, rent, and taxes, that marketing firms will pay are expected to be higher this year than in 1969. Marketing's share of the consumer food dollar probably will average 60 cents," Neigh projects.

What does this mean to the farmer?

For one thing, it means food costs for the consumer will almost certainly continue to rise, whether or not the farmer gets any more income.

Some three-fifths of the average total

food costs is accounted for by non-farm costs. In other words, more than half of the cost of food is accounted for by non-farm sources and these non-farm costs will rise.

For another thing, this means that farmers should examine very carefully their own products in relation to this non-farm cost.

Can the individual farmer cut out the middle man, either partially or completely?

If so, if the farmer can sell directly to the consumer, or even eliminate some of the middle costs, it is obvious that the farmer stands to reap tremendous rewards.

Many Southeastern Pennsylvania farmers have recognized this fact. It explains the many roadside stands, the farmer produce delivery routes, the farmer owned stores, perhaps even the move toward co-

As national wage rates and other processing costs continually rise, compelling the middle men to take an ever greater share of the food dollar, the rewards for the farmer who can figure out how to go directly to the consumer are going to grow. As the middle man's share grows, so does the profit margin for the farmer who sells direct.

While urban development and tourism are generally, at best, a headache for the average farmer, these modern trends can also benefit the farmer who decides to sell direct. Both urban development and tourism provide the large and available market the farmer needs to side-step the middle men.

In today's dynamic agricultural economy, it's one way of beating the price-cost squeeze.

NOW IS THE TIME . . .

By Max Smith
Lancaster County Agent



To Beware Of Silo Gas

Most of us have heard this word of caution and will surely hear and read of it many times in the next month. At silo filling time there may be many kinds of gases develop from the fermentation. Most of these are dangerous to man and beast and all members of the farm family should be warned to stay out of the silo chute and away from the silo. Growers should not enter a partly filled silo until they are sure it contains no poisonous gases. Additional details are available.

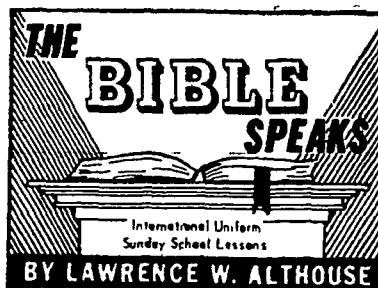
To Control Weeds In New Alfalfa

New stands of alfalfa seeded early in August will be needing some weed control attention in the next few weeks. Producers should spray to control weeds even though few may be noticeable the first month after seeding. The use of 2,4-D-B when the weeds are 1 to 2 inches high is

the recommendation. Those who delay the spraying until the weeds are larger will have poor control and the weed growth will injure the alfalfa stand.

To Select Winter Grain Varieties

The seeding of winter grain is about a month away. Growers are urged to get their seed supplies on hand of the varieties wanted. This gets more difficult with some new varieties on the market. We urge growers to get acquainted with the variety, if never grown before, in order to sow and manage it properly. Some wheat varieties often mentioned, such as Blue Boy, are not resistant to the Hessian Fly and must be seeded after the first killing frost (about October 10). The popular variety, Red-coat, may be seeded at any time because it is resistant to Hessian Fly infection. Spend some time in selecting the varieties that will do the most good.



THE FAT LIFE

Lesson for August 30, 1970

Background Scripture: Genesis 13:8-13; 18 through 19; 2 Peter 2:6-9.
Devotional Reading: 1 Corinthians 10:6-13.

It is said that, as a boy, John D. Rockefeller, Sr., was a strong, husky farm lad. When he entered the business world he used his great strength to dive himself unmercifully. At the age of thirty-three he had earned his first million dollars. By age forty-three he was in control of the largest business in the world. Ten years later he had become the world's richest man.



Rev. Althouse

Yet, as he spent his great strength to develop his financial empire, he began to lose his health and happiness. Though his weekly income reached a million dollars, his stomach was so bad that he could eat only crackers and milk. It was discovered that he had contracted alopecia, a condition in which the hair drops off the head accompanied by the loss of eyelashes and eyebrows. One of his biographers said that he had come to look like a "mummy"—a million-dollar "mummy" to be sure.

More money, fewer people

Worst of all, however, was the fact that as his wealth grew, his friends became fewer and fewer. He was a man desperate for love, but in his quest for love from some he crushed others who stood in his way. He not only lacked love, he was also deeply hated by many whom he had ruined. Once his image was burned in effigy and he was surrounded by bodyguards day and night. When he was fifty-three, Ida Tarbell wrote of him: "An awful age was in his face. He was the oldest man that I have ever seen."

Rebirth at fifty-three

His health got progressively worse and there were times when

he could not even eat crackers and milk. His body was dying for lack of nourishment and some speculated that he would not live past his fifty-fourth birthday.

Then, during one of those long nights when he could not sleep, he lay thinking and came to an amazing discovery; when at last the end came, he would not be able to take with so much as one thin dime! The more he pondered this fact, the more he thought of his own impending death, the more he realized that money is not to be hoarded but used for others.

Thus, he established the Rockefeller Foundation so that vast portions of his fortune could be channeled into worthy causes. Think of the tremendous sums of money that have poured through that foundation upon universities, hospitals, missions, and underprivileged people. His wealth financed the research that made possible the cure for hookworm in the south, the development of penicillin and drugs to combat tuberculosis, diphtheria, and other diseases.

Much of the universal disdain for this man turned to respect and admiration. His health improved greatly and at the age of fifty-three he began to practice for the first time one of God's greatest laws: "Give and it will be given to you." He thus took a new lease on life and went on to live to the ripe old age of ninety-eight.

Lure of the fat life

When in his generosity Abraham had given Lot first choice in deciding which area he would live in and claim as his, it seemed that Lot had craftily made the wisest choice. His was to be the rich, thriving land, leaving only the barren hills for Abraham. Yet the fat life near Sodom and Gomorrah proved to be decadent and hollow, and, at last when the corruption brought doom upon these two cities, it was only by the intervention of Abraham that he and his family escaped the consequences of the materialistic life. Even then, Lot's wife looked back wistfully—she found it so hard to tear herself away.

Harry and Bonaro Overstreet have said: "It is one of the basic facts of human life that the un-given self is the unfulfilled self." There is no fulfillment in the fat life."

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