

Save Farming, Environment

As the population continues to grow and as living becomes more consumer oriented, the need to stress a clean environment becomes increasingly important. Otherwise, filth and ugliness will grow geometrically.

In the past, there was danger that this fact would not be properly recognized.

Today, there is danger that it will be recognized too well. There is danger that persons who don't properly consider alternatives and consequences will attempt to railroad through unwise — both technically unsound and financially unrealistic — solutions.

Ignored too much and too long, many of those who proposed environmental reform became crusaders. Unfortunately, in establishing reform, crusades sometimes destroy much that is good and accomplish much that is not desirable.

In the environmental issue today, the challenge for everyone, including farmers, is how to do the job at hand without being destroyed by it. How does the individual meet the need for a cleaner environment without being swept away and destroyed by unrealistic solutions?

In this regard, we believe, farmers cannot afford to assume any longer, as some have done in the past, that the environmental question will go away. We think the environmental issue will be stronger, much stronger, in the years ahead than it has ever been in the past. The treat to the environment of more people using more things is simply too real for the issue to die without a struggle.

We can hope that new inventions and new techniques will make it much easier to handle the problem. But we cannot just assume this will happen. Letting George do all the work to solve the problem could get

the farmer in trouble in the future. Now is the time to study the problem, as the farmer studies other problems and eventually finds solutions.

On the other hand, farmers must not allow themselves to get into a defensive position on the environmental issue. Farmers must not allow themselves to feel overly guilty about their share of the pollution.

While controlling a very large proportion of the nation's land area, farmers contribute a very small proportion of the overall national pollution, not more than 15 percent by one estimate.

At the same time, the farm is often the victim, rather than the source, of pollution. Around many cities, farmers are often destroyed economically because pollution destroys their crops. This treat to farmland, even in Lancaster County, can be expected to grow.

While taking direct economic losses from pollution which is not their own, farmers are making giant contributions toward pollution abatement. They are installing better land management practices. Their land is absorbing the pollution from urban areas. Their crops, through the processes of nature, are purifying the air.

Thus, while moving steadily and surely to do an ever better job of controlling the environment so as to make it a better place in which to live, the farmer must work actively to insure that his urban friends keep the problem in perspective.

After all, a clean and healthy and enjoyable environment benefits everyone — farmers most of all. But the farmer must make sure that while the clean environment crusaders ultimately win the day, they do it in a rational and sensible manner which makes everyone a winner.

Soft Drinks vs. Milk

New Holland Division of Sperry Rand recently forwarded a copy of an editorial from Hoard's Dairyman, one of the better farm publications. We agree the content of this editorial needs to be more widely understood and appreciated by everyone. The editorial, in part, states:

"While milk is still the number one beverage, soft drink sales have been climbing about eight per cent each year during the past decade.

"In our library, we tried to locate some information on the nutritional value of soft drinks. Significantly, we found only one reference. Apparently soft drinks are so nutritionally inferior that other authors do not even consider them. USDA's Yearbook reveals that coke does contain carbohydrate, over twice as much as milk. And it does have food energy, but less than two-thirds as much as milk. But it is completely devoid of every other essential ingredient listed: Protein, fat, calcium, iron, vitamin A, thiamine, riboflavin, niacin, and ascorbic acid.

"Now one closing observation: A government nutrition expert reported, in ef-

fect, earlier this year that every glass of soft drink consumed means a glass less of milk. Consider that the per capita use of milk is at 540 glasses while soft drinks have climbed to 418 glasses.

"It should be obvious that we have our work cut out for us in the fields of nutrition education and sales promotion. It would be a tragedy were we to let this great potential market go by default because of our indifference."

The fact that soft drinks are the number one competitor of milk has long been widely understood by knowledgeable persons within the farm community.

But the extent of the soft drink competition and its adverse impact on the dairy industry has not been widely enough understood. Certainly, not much has been done about it.

If soft drink sales climb at eight per cent a year and if each glass of soft drink sold means loss of sale for one glass of milk, the seriousness of the soft drink competition is self-evident.

Already, consumption of soft drinks has climbed to an average of about 418 glasses per year for each person in the U.S. That compares to about 140 glasses of milk.

While milk is still the nation's number one beverage, soft drinks have been gaining steadily.

How much of its markets is the dairy industry willing to give to soft drinks? How much can it afford to give? When will it draw the line?

These are the types of questions the dairy industry must confront, probably the sooner the better.



NOW IS THE TIME...

By Max Smith
Lancaster County Agent

To Evaluate Farm Records

Good farm records are necessary for many reasons in addition to the filing of an accurate income tax report. Time spent during the fall and winter months analyzing the farm records is well worth the effort. Some people may call it "pencil pushing," but it should be time well spent. The profits or losses on the various farm enterprises can be recognized. Future plans for expansion or being more profitable should be guided by the current farm records.

To Ventilate And Insulate

Many farm buildings are filled to capacity with livestock. In the case of animals in stalls or in confinement, there may be need of exhaust ventilation in order to have proper animal pro-

duction. Both heat and humidity need to be removed without causing a draft. Insulation will prevent condensation and lengthen the life of the building. Publications are available on ventilating dairy barns.

To Control Parasites On Livestock

Colder weather has arrived and more is to come; heavier hair coats will result in greater difficulty to eliminate body lice from livestock. All producers are urged to treat for lice now before colder weather comes. External parasites feed from the vigor of the animals and reduce efficiency. Young stock either raised locally or brought in from southern states should be checked for stomach worms. Parasites of any kind will decrease profits and should not be tolerated.

THE BIBLE SPEAKS
International Uniform Sunday School Lessons
BY LAWRENCE W. ALTHOUSE
SPIRITUALLY UNEMPLOYED
Lesson for November 22, 1970

Background Scripture - Proverbs 21-15; Mark 1:16-22; 6:7-13, 30-34; Ephesians 4:11-16
Devotional Reading: Proverbs 24:3-7.

Let's suppose that Jesus had asked you to help him in the selection of a group of twelve intimate disciples. In all likelihood you would throw up your hands in despair at his first choice.



Rev. Althouse most likely to succeed".

At face value

Viewed at face value, none of these men would seem likely candidates for the special group of twelve who would share Jesus' brief public ministry. Yet Jesus obviously saw something in them that gave some promise for the future, if not the present. In fact, three of the most unlikely candidates became his closest associates: Peter, James, and John. They formed a sort of inner circle that occupied a special place in Jesus' ministry. There are a number of references in the gospel stories where the writers single out "Peter, James, and John". Apparently they were unofficial leaders in the group of twelve.

These men had no formal training, no education to speak of, no background, no experience — nothing! So what did Jesus see in them that led him to call them to so important a task? Perhaps one clue as to what he saw in them is found in the way they responded to his challenge. He called them and "immediately" they left what they were doing

and began to follow him. Perhaps it was this responsiveness, this readiness to follow the right man and learn what he might teach them that Jesus saw in them.

Immediately they left their nets!

That kind of responsiveness is a characteristic not to be taken too lightly. We can only appreciate the immediacy of their response if we ponder our own hesitancy in responding when Christ calls us. When his challenges come to us, it seems, it is always "too" something: "too early", "too late", "too little", "too much", "too easy", "too hard", etc. But, according to the gospel writers, there were no excuses nor alibies offered by the disciples when Jesus called them.

Thus, off-setting their seeming lack of ability, background, and talent, was a willingness with which Christ could work wonders. Perhaps there is in this simple fact a truth of which we ought not to lose sight: The primary qualification for any Christian service is willingness to be used by Christ. The first thing Jesus seemed to look for was this responsiveness. If he found this, it seemed, he could provide the rest.

Many of us have probably seen this same truth in evidence somewhere in our own experience. There will be a call for someone to perform some kind of service. Often, the most-qualified people will excuse themselves for one reason or another (often with the excuse that they are not qualified). At last, one of the least likely people will take the task simply because no one else will do it. Frequently these people will surprise us, doing a far better job than we would ever suspect. Their willingness to say "yes" and to learn overcomes much of their other unfitness.

How many of us remain spiritually unemployed because we are hesitant to follow when he calls us?

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