

Speaker Sees Good Future for Farming and Family Farm

John Burton, a marketing development manager for Ortho Division of Chevron Chemical Co., was speaker at the P. L. Rohrer and Bro. banquet this week at Meadow Hills Dining Hall.

Speaking on the outlook for agriculture in the 1970's, Burton said he is optimistic about agricultural prosperity in the years ahead.

He sees a greater trend toward family farming. He thinks this trend bolstered by trends in agricultural supply.

His own firm has worked with the concept of marketing agricultural supplies through locally owned and operated outlets such as the Rohrer firm. This contrasts with some major company owned and operated outlets.

"The success of people like Rohrer and others in their marketing area show this concept of the locally owned and operated outlets to be more responsive to local needs and hence more profitable," Burton said.

Burton also sees the diminishing number of farm units

building a stronger team of grower and local dealer and supplier organization.

The economic and technical support of dollars will become a stronger supplier responsibility. As agriculture becomes more complicated, the farmer will depend more and more for advice and information from his local dealer and the farmer will expect his dealer to be better informed, according to Burton.

It will be the responsibility of the supplier such as Ortho, to coordinate basic research and basic product information and to provide this to the local dealer and farmer as the supplier's share of the team responsibility, Burton said.

Burton noted that in the 1968-69 growing season, Pennsylvania farmers used 630,857 tons of commercial fertilizer. Of this amount, Lancaster County farmers used 71,615 tons, making the county an extremely important user of fertilizer.

This trend is fertilizer is occurring at the same time as the trends toward fewer acres of cropland.

In 1969, New York State had

45 million acres of cropland, down 20 per cent from 1950 when the state had 56 million acres. This means that one out of every five acres was taken out of production in less than 20 years.

"But at the same time," Burton said, "fertilizer tonnage went up six per cent. Plant nutrients in those tons went up 68 per cent. Cost went up only three per cent."

"This type of efficiency has allowed the American public to enjoy an economy in which six mil-

lion farmers can produce more than 203 million persons can eat.

"This has allowed the American consumer to spend only 17 per cent of his dollar for food, while 46 per cent of the dollar must go for food in Russia."

Burton said his firm believes this trend toward greater use of fertilizer and increasing efficiency of the farmer will continue.

Burton also sees increasing

emphasis on ecology in the 1970's.

For the farmer, this trend will mean keeping the soil covered with crops or other cover during the greater part of the year. He also sees a trend toward multiple cropping, which will mean more specialized knowledge, but will increase production per acre.

At the same time, multiple cropping will put a greater strain on plant nutrients such as



Willis Rohrer, center, of P. L. Rohrer and Bro., Inc., Smoketown, is shown receiving a special recognition as an "Ortho Golden Dealer" this week at the annual P. L. Rohrer banquet.

Rohrer received the award from the Ortho division of Chevron Chemical Co. as the outstanding dealer in the Northeastern U. S. district. This district includes 18 states east of the Mississippi River.

Rohrer received the award for making major contributions in total business ser-

vice in the areas of operations, customer service, sales, community leadership, and finance.

Presenting the award is Robert Strawn, right, district representative, Ortho Division of Chevron Chemical Co., Douglasville, Pa.

Looking on is John Burton, manager, marketing development, Fort Madison marketing region, Ortho Division of Chevron Chemical Co., who was banquet speaker.

Favorite Recipes, A Family Feature

Do you have any prize family recipes which other homemakers might enjoy?

Why not share them with our readers? Because we know that many women take great pride in their cooking and value good recipes, Lancaster Farming is encouraging them to send their best recipes to us for publication.

We hope to get and publish the best recipes available of the types of foods that appeal to homemakers most.

We want main dish recipes, snack recipes, dessert recipes. We want short and long recipes. We want recipes that the youngest school girl can handle and we want recipes to challenge the most experienced farm cook.

In short, we want your favorite recipe, no matter what the food might be.

Of course, we can't publish everyone's recipe at once. But we'll publish as many as possible and we'll do it as soon as possible.

In an effort to limit the number of recipes we get at any one time and to keep recipes coming over a long period of time, we will ask for recipes by categories, such as pies or cakes. Watch the column and wait for the category that includes your favorite recipe.

As a token of our appreciation, we are sending special pot holders marked by a small reproduction of the Lancaster Farming masthead, which appears each week at the top of page 1 of Lancaster Farming.

While each homemaker can send as many recipes as she desires, emphasis of the new feature will be on presenting a wide selection of recipes from many persons. At least initially, until everyone has had an opportunity to receive a pot holder, there will be a limit of one pot holder to each homemaker.

To get the new column off to a good start, we hope you will send your favorite recipe early to us at: Lancaster Farming, Recipes P. O. Box 266, Lititz, Pa. 17543.

Our first category will be pies. Send your favorite pie recipe to us early next week for publication in our March 13 issue.

To allow us plenty of time to process the recipes for publication, there will be at least two weeks between the time we request a particular recipe and its publication. The recipe for the particular category in which you are interested should be in our office within one week after we request the recipes.

In addition to recipes, we welcome and encourage comments and suggestions about the recipes we publish. Perhaps you will wish to comment on the success you had with some of the recipes, or perhaps you will want to suggest alternative ways for making particular recipes.

The idea is to make the new recipe column an enjoyable family feature. When we say family, we mean just that. Because we expect dad and the children, both boys and girls, will want to let their favorite homemaker know their opinions about the best recipes.

The success of this type of feature depends entirely on our readers.

Send your favorite pie recipe now and watch for it in our March 13 issue.

51 Lancaster Co. FFA Members Get State Project Book Awards

Lancaster County FFA members received 51 medals in the state project book evaluation contest in Penn State last week.

Lancaster County had 75 of about 1,130 books entered in the contest from all over Pennsylvania.

Of the 51 local medals, 18 were gold as follows:

Dairy Heifer—Russell Klhne, Ephrata High School.

Off-Farm Occupational Experience—Gary Stauffer, Garden Spot High School.

Strawberries—Clyde Dearolf, Solanco High School.

On-Farm Occupational Experience—Alvin Schlouch and Gerald Weaver, Garden Spot, Gary Neideigh, Elizabethtown High School.

Swine Breeding—Roger Leaman, Pequea Valley High School.

Swine Fattening—James Weaver, Ephrata.

Veal Calves—Michael Bollinger, Ephrata.

Three Enterprises—Clyde Dearolf, Solanco.

Four Enterprises—Carl D Kreider and Larry Myers, Solanco; Lloyd Zeiset, Ephrata.

Five Enterprises—Jay Zimmerman and Clark Stauffer, Ephrata; Dale Nolt and Amos Sauder, Manheim Central High School.

Seven Enterprises—Scott Kreider, Solanco.

Other winners receiving silver, bronze and honorable mention awards were:

Dairy Heifers—Marlin Smoker, silver, Ephrata.

Junior Projects—N. N. Zimmerman, silver, Garden Spot; Don Weaver, bronze, Garden Spot.

Off-Farm Occupational Experience—Charles E Crowe, silver, Elizabethtown.

Laying Hens—Ken Groff, silver, Garden Spot.

Scrapbook—Grassland Chapter, silver, Garden Spot High School.

On-Farm Occupational Experience—Adolf Bensinger, silver, Solanco; Marlin Fahnestock, bronze, Manheim Central.

Swine Fattening—Daniel Hart-

ing, silver, Ephrata; Russell Klhne, silver, Ephrata; Richard Bollinger, bronze, Ephrata.

Veal Calves—Richard Bollinger, silver, Ephrata; Marlin Smoker, bronze, Ephrata.

Three Enterprises—Donald Wenger, bronze, Manheim Central; Delmar Weaver, honorable mention, Garden Spot; Richard Kauffman, honorable mention, Manheim Central.

Four Enterprises—Jay Hastings, silver, Solanco; Gary L. Buchen, silver, Manheim Central; Mervin C. Groff, silver, Manheim Central; Joseph Leffer, silver, Manheim Central; J. Marlin Becker, silver, Manheim Central; Alvin Redcay, honorable mention, Garden Spot; Ricky Pfautz, honorable mention, Ephrata, Nelson Weaver.

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