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Across the Editor's Desk

(Continued from Page 12)

pet horses tied in suburban backyards. They soon find, however, that horses need more car, housing, and attention than they can provide. They then look for someone who will "board" their horses.

Many operators of "horse boarding services" find that city-oriented horse owners want much more than basic boarding.

By using a bit of ingenuity and salesmanship, these operations have developed into lucrative sideline farm enterprises. This has been accomplished simply by supplying what customers want

and need—such things as seven-day-a-week horse care, feeding programs, exercise schedules, breeding services, training help, and manure disposal.

Then, to further accommodate horse-lovers, operators provide (at a rental fee or service charge, of course) the use of riding arenas, grooming rooms, wash areas, exercise yards, bridle paths, tack rooms and snack rooms.

There are undubtedly opportunities in your area for developing horse business ventures.

Study the local equestrians' (horse-lovers) needs. Do they

want trail riding, fox hunting, steeple chasing, polo, rodeos, or just plain pleasure riding? Are they interested in group activities, such as 4-H horse club programs, riding clubs, jumping competition, or something else? Is there a need for workhorses, such as trained saddle or cutting horses?

Find the need, fill it, and you may have a bright new business venture.

* * *

Editor's note: The recent controversy over appointment of the new U.S. Secretary of Agriculture, Earl Butz, pointed up a long-standing farm issue, namely whether or not large-scale farm

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enterprises can or should replace smaller family farm operations. The issue is important locally because Southeastern Pennsylvania is often cited as an example of a farm area in which successful family farming operations are predominant. Can and will these family farms resist pressures to become large-scale units? Don Paarlberg, director of USDA Agricultural Economics, recently concluded a speech on "Future of the Family Farm" before the 55th Annual Convention of the National Milk Producers Federation as follows:

Now I shall be so bold as to try to see what may lie ahead for the dairy industry; will family farms continue to be typical in the dairy industry, or will large-scale units become the dominant form?

Using the criteria I outlined at the start of this statement, I think the family dairy farm which is large enough to be efficient will, on the whole, be successful in meeting the challenge of the large-scale farm.

I do not think there is a large body of unexploited knowledge

which family dairy farmers are unwilling or unable to use.

I think most of the efficiencies in milk production can be achieved by farms of such size that the farmer and his family can provide the bulk of the labor and management.

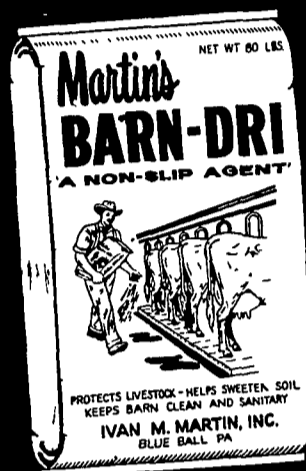
Most of the visible market opportunities in the dairy field are, I believe, being reasonably well met by the dairy farmers and their cooperatives.

The dairy operation is repetitive in many respects, and thus somewhat adapted to large-scale operation, I can't think of anything much more repetitive than milking cows! But on the other hand, cows are individual and in need of individual care. And the seasonal work pattern on a typical dairy farm involves much change.

With the notable exceptions of California and parts of the South, most of our dairy production is found in areas that favor the family farm over the large-scale unit.

While all of this comes out in a (Continued on Page 14)

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