

BREAD PRICES AND THE FARMER

Believe it or not, when you pay for a loaf of bread, less goes to the farmer than 25 years ago.

The retail price has gone up steadily since the 1940's. Last year, a 1-pound loaf of bread sold for 24.8¢ on the average, nearly double the 1947-49 average of 13.5¢.

From that 24.8¢, the farmer got 3.5¢ for his farm-produced ingredients, mainly wheat. Flour millers took .6¢. Bakers and wholesalers took 13.6¢, and retailers, 5.4¢. The remaining 1.7¢ was taken up by such miscellaneous charges as transporting, handling, and storing ingredients.

The farmer's share of the consumer's expense for a loaf of bread hasn't gone up in a couple of decades. He received slightly more last year than the 3.2¢ he averaged during the 1960's. But the 3.5¢ he did receive was a tenth of a cent less than he received in 1947.

The flour miller's share, meanwhile, dropped a little during the 1960's.

Millers have improved their

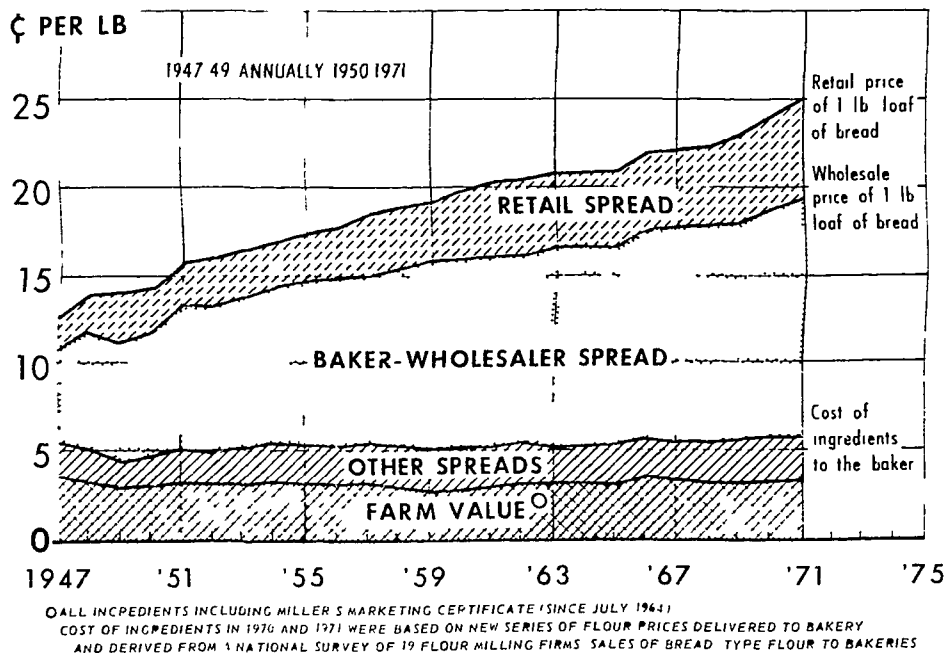
marketing efficiency by locating closer to markets. In a recent study, it was estimated that \$14 million might be saved in marketing costs if all flour mills were optimally located in relation to grain supplies and markets.

The baker-wholesaler's share is the largest, and has continually gone up. From 1970 to 1971, the increase was .6¢, equal to the .6¢ increase in the price of bread. Although the baking industry has managed to increase output slightly and has a declining number of employees, wage and salary increases have outpaced output per man-hour. Other costs have gone up too—including capital investments to keep up with technological advances.

The baking industry is challenged to find the means to increase efficiency. ERS, in cooperation with the University of California, has developed a computer model which could lead to reduced costs of bread distribution.

The final link in the marketing chain—the retailer—got .2¢ less in 1971 than in 1970.

CONSUMER'S BREAD PRICE AND WHERE IT GOES



Opinion Grassroots

MIAMISBURG, OHIO, NEWS. "There's a new organization called CROC organized to protest stupid commercials. It's the Committee for Rejection of Obnoxious Commercials—and it's about time! . . . The trouble with commercials is their unreality. Women - and men, too - are characterized with IQ's of 29 in situations which couldn't have happened. We need more true-to-life, if we must bear this TV affliction . . . We can solve this commercial problem by simply rewriting those obnoxious skits as the situations could—and might happen in life. Most of the time, the people in commercials, whether they are suffering from wet underarms, slipping dentures or irregularity, are cheerful. Let's have a few old grumps on the TV scene . . . The White Knight is roaring up the street on his faithful white horse. The horse is sick of it—he rears, throws the Knight right through the picture window . . . I am waiting for the day when the young woman, chastised about her coffee, hits her husband with the coffee pot and calls Mrs. Olson 'a meddling old busybody' . . . When the lady in the 'completely unrehearsed' soap commercial says to the folks in TV land out there: 'Listen, I couldn't get that

shirt clean with this soap or any other and I'm going to throw it away' . . . Now, all by myself, I'm going to do the laundry with my own brand X soap which probably won't get the clothes clean, and then run around the block without my deodorant. I'll worry about irregularity and my nagging backache tomorrow"

REINBECK, IOWA, COURIER. "Ever take a look at the growing list of folks on the Welfare Wagon? Who in heck is gonna pull the wagon when everyone wants to ride?"

CHEROKEE, OKLA., MESSENGER. "The day may come when the Internal Revenue Service simplifies the income tax with a two question form . . . 1. 'How much did you make' . . . 2. 'Send it in'."

BRANSON, MO., BEACON: "A government official says it may be necessary to seal up the United States Capitol and fumigate it for pests. No, not the kind that stand on two legs and give boring speeches, but cockroaches—a breed so hardy that they have more seniority around the Capitol than some legislators. A thorough extermination job at the Capitol could accomplish a lot. It could wipe out the presidential bug that bites so many Senators."

NOW IS THE TIME . . .

Max Smith
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To Winterize Motors

Cold weather is approaching and watercooled motors will need some attention. Those that are being used frequently will need anti-freeze protection. Motors not being used need to be drained of their water supply or need the same anti-freeze protection. Many times the motors of some smaller farm implements are forgotten and freezing weather will do severe damage. All working parts of motors and machines should be oiled and greased to prevent rust. Broken parts should be replaced or repaired during the winter months rather than delayed until next spring.

To Store Pesticides Carefully

The spraying season is finished for many farmers and gardeners. The left-over materials may be used next year if they are stored properly and kept away from children and livestock. We suggest a separate storage room for keeping pesticides under lock and key. The area should be dry. Some liquid materials should be kept in a warm area and not exposed to freezing temperatures. All materials should be stored in original cans or containers in order to retain identification and spraying instructions. Partly used bags or cans of spray materials left in the garage or on the barn floor are dangerous and should not be permitted. Pesticide safety is very important to prevent serious losses.

To Test

Forage Crops

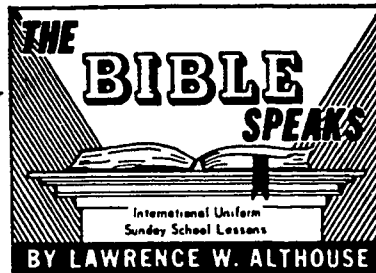
The quality of the hay and silage fed to livestock should

determine the make-up of the grain ration. This is true of all species of animals and especially true with the dairy cow. Since the price of all feed crops is very high this fall, due to adverse weather conditions this past summer, we would like to promote the idea of producers doing some forage testing this fall. The most efficient feed program can be developed only after the quality of the ingredients is known. We have been told by several producers who have experienced the results of forage test that the test and the resulting feeding program have saved them money. We feel that more of our dairy producers will benefit from the greater use of the current Forage Testing Program.

To House

Farm Machinery

Many pieces of farm equipment will not be used again until next spring. We hope that this machinery will have protection this fall and winter from the weather elements. Rust is usually considered one of the greatest enemies of farm machinery. To protect it from rain and snow will surely protect the great investment and lengthen the life of the machine. Separate machinery sheds with a good roof and one or two sides protection should be a good investment for most farmers. Barns will provide protection from the elements but increases the amount of loss in case of fire. Good farm management requires that farm machinery be protected from the weather during the winter. The replacement cost is increasing.



LOVE THY NEIGHBOR

Lesson for October 22, 1972

Background Scripture: Genesis 1:26,27; Luke 10:25-37; Ephesians 2:11-18; Colossians 3:1-11; James 2:1-9.
Devotional Reading: Acts 10:34-43

It's a lot easier to say than do! Jesus said it: ". . . you shall love . . . your neighbor as yourself" (Luke 10:27). Of course, he not only said it, he did it and the cross is our constant reminder of that.



Rev. Althouse

Yet, we have trouble trying to comply with this gentle command. The problem is that our neighbor often is not very lovable. In fact, he may be downright despicable. So how do you love someone you can hardly stand? What can you do with your feelings like that about someone?

Feelings follow behaviour

Recently I heard a psychologist, Dr. William Parker, say: "Feelings follow behaviour." I knew what he meant for I too had discovered this principle, particularly in attempting to fulfill Christ's command to love my neighbor. Jesus, I had come to realize, did not say "feel love" for

your neighbor. The "love" of which Jesus spoke has a much more active dynamic than mere "feeling" or "emotion."

In one of his books, Keith Miller tells us of his struggle to understand the meaning of Christ's command to love. One day, in his imagination, he sees his little girl about to be run over by a large truck. Continuing the imaginary scene, he sees himself sacrifice his own life in order to push his daughter to safety. This was clearly a sacrificial act of love.

Then, however, he saw another child, a "nasty little kid," from next door also about to be crushed by a truck. Although he did not even like this obnoxious child, in his imagination he found himself doing exactly as he had imagined himself doing with his own daughter and at the cost of his own life.

Show no partiality

James, in his epistle, says: "My brethren, show no partiality . . ." (James 2:1). Note that he says "show" not "feel." One cannot help feeling partial toward those who are attractive to us and often we feel more gracious to the affluent person than the poor. Yet, regardless of what we may feel, he says, do not practice partiality.

We cannot always manage our feelings toward people, particularly towards those who are strange and different. It was not necessary that Jesus felt loving while he hung on the cross, but that he do something loving for us.

Loving my neighbor is easier to say than do and doing it is easier than feeling it. But if we do it, regardless how we feel, in time we may also come to feel it as well.

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