

See You at the Farm Show

It's that time of year again. Time for the sights, the sounds, the smells, the throngs of people, the activities, the awards — the excitement — that make up the Pennsylvania Farm Show.

Many LANCASTER FARMING readers will be at Harrisburg this week, and it's a sure bet that many of them will be coming home with awards for crops and livestock. One bet we'd like to lose is that there'll be lots of snow, or slush, or rain or all three on

Farm Show Week.

For a time earlier this year, it looked as if Agnes might have ruined any chances of having a Farm Show. It took a lot of work by Department of Agriculture personnel to get the Farm Show Complex ready. That department has been getting a lot of criticism lately, but this is an achievement we can't criticize. We can only say thanks for a job well done.

Congratulations

Farmers in this area have always been among the leaders in Pennsylvania agriculture. The success of Lancaster County farming is one indication of that fact.

Another indication is the number of honors and awards that have come to farmers here. Some of the more recent are the Honorary Keystone Farmer degrees to be conferred during the Farm Show week on vo-ag teachers Jess Erway, of Manheim Central High School, and Phillip Oglie at

Garden Spot, and farmer-businessman Miles Fry, Ephrata.

And dairyman James Kreider, Quarryville, was named this week to receive the Master Farmer award for 1972.

Awards like these recognize not only the winner's proficiency, but his service to agriculture and the people of Lancaster County. We would like to congratulate these men and also say thanks for their good works over the years.

Vote Yes for Milk Promotion

There are a lot of reasons for dairymen to vote in favor of a checkoff program that would provide funds for milk advertising and promotion. In the Pennsylvania milk referendum scheduled to be held between January 12 and 26, a lot of milk producers will vote for a checkoff program.

There are also a lot of reasons for voting against checkoffs and a lot of dairymen will vote "No" in the referendum. Three years ago, in fact, Pennsylvania dairymen voted overwhelmingly against checkoffs.

We can't argue with the logic of either side of the referendum issue. Both sides have the same facts, both sides have assessed those facts, and both sides have come up with logical, although opposing, positions.

We have listened to both sides, we have looked at the facts, and we have concluded that the arguments for a checkoff program outweigh the arguments against it.

Checkoff opponents say that they don't want to participate in a mandatory program. We wholeheartedly agree with that sentiment. However, given the basic facts of human nature, a checkoff program has to be mandatory, not just to work, but to be fair.

It simply would not be fair for a small number of voluntary contributors to bear the entire cost of a program designed to benefit the whole industry. This is true whether or not the program does, in fact, benefit the industry. Either all should pay or none should pay. And if the majority rules in favor of checkoffs, then all should pay, including those who are opposed to the program.

Another very strong argument advanced by the checkoff opponents is that advertising results are difficult, if not impossible, to measure especially, in the extremely complex milk market. This is an argument that just can't be won with clear-cut statistics. The opponents are saying "Show me!", and the plain truth is that nobody can show them. Not for certain, anyway.

Brand advertising is certainly a proven way to move goods. That's how General Motors sells Chevrolets, that's how Miles Laboratories sells carloads of Anacin, that's how Tiffany sold lampshades.

Milk is marketed under brand names, individual dairies can influence their brand sales with the amount of advertising

money they spend. It is pretty evident, though, that when one dairy is a particular market increases its sales, it does so at the expense of the other dairies in that market. Overall sales in the market, in other words, aren't increased by brand advertising even though a particular dairy may double or triple its sales with a well-executed advertising program.

Check-off opponents say that you can persuade people to buy their milk at one place rather than another, but you can't persuade them to buy more milk. Those who support checkoffs feel it is possible to increase milk sales with non-brand advertising.

There are indications that commodity advertising does pay. Citrus growers have tried it, egg organizations have had some apparent successes and the pork producers say that their efforts have been amply awarded. But again, there are so many variables that it's hard to say for sure that non-brand advertising has increased sales for any particular commodity.

We honestly feel, though, that there have been enough apparent successes to warrant an industry backed promotion program for Pennsylvania milk. If an advertising program is well-funded, and if it is well-executed, we feel that milk sales will increase. If the dairy industry can increase public awareness of the health-giving, nutritious qualities of milk, then the public should buy more milk.

We urge dairymen to vote "Yes" on the milk referendum. And if a checkoff program is instituted in Pennsylvania, we urge all milk producers, even the opposition, to help make the program a success.

WEST POINT, MISS., TIMES LEADER: "...somehow or other, many American public school systems miss the boat when it comes to graduating young people with a sound basic skill in use of their native language. With all due acknowledgment of the truism that generalizations are odious, we say that students who get through high school and enter college should be able to write straightforward English without a lot of misspelled words and grammatical mistakes."

NOW IS
THE TIME . . .

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To Vote In Milk Referendum

Pennsylvania dairymen will have a chance to vote in the state-wide Milk Marketing Referendum to be conducted by the Pennsylvania Department of Agriculture from January 12 to 26. If the majority of the dairymen voting favor such a plan, then all dairymen will be expected to pay 5c per hundred pounds of milk sold into a dairy marketing and promotional program. The referendum will require a majority of those voting to favor the plan before it is passed. Local dairymen are urged to become acquainted with this referendum and participate in the outcome. Milk marketing cooperatives will be able to bloc vote for their membership.

To Control Parasites

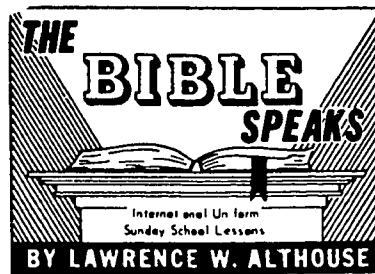
Livestock and dairy production costs are rising and all producers must do a good job on management in order to make any profit. In many cases either internal parasites or external parasites are reducing the performance of the animals. During the winter long hair coats bring heavy cattle lice infection. Spraying with one of the common insecticides using cold water should eliminate the problem. Stomach worms are very common and again will reduce the vigor and production of the beast. With the more expensive feeds and inputs, every producer should be sure that parasites are not taking away his profits.

To Segregate Animals

Winter weather presents more problems when it comes to the transporting of all species of animals. Whether it be from a sale or a show, it is strongly recommended that new animals be kept separated from the rest of the herd or flock for at least 30 days. Animals coming back from State Farm Show should get this same length of segregation. In many cases the returning animals have been treated for various infections and may not get sick; however, when coming into contact with untreated animals the latter group may come down with any infections. Segregation and good sanitation are very important at all times.

To Practice Farm Pond Safety

It might be bold on my part to mention the possibility of farm ponds freezing hard enough for ice skaters, but no doubt this will happen in the next month or so. When the pond freezes over many youngsters will be wanting to skate. Farm pond owners are urged to give some supervision to the skaters and have rescue equipment such as a wooden ladder, ropes, or other non-sinkables handy. Also the ice should be at least 3 to 4 inches thick to hold a group of people. Persons should not skate alone on ice of uncertain strength or thickness. Farm pond safety during the winter is just as important as during the summer months when swimmers enjoy the water.



TIME TO CHANGE

Lesson for January 7, 1973

Background Scripture Jeremiah 31, 32
36-41
Devotional Reading Isaiah 55:3-11

"I think the Lord just got my attention!"

These words suddenly came from a friend as he brooded over a stinging personal defeat. What he meant was, not that God had caused this defeat, but that in the

midst of it he was beginning to hear what God had obviously been trying to say to him for some time. Humiliated and despondent, the message was starting to get through to him: there were going to have to be some substantial changes in his life.



Rev. Althouse

be some substantial changes in his life.

"I will forgive their iniquity . . ."

One thing that was now for the first time very clear to him was that his pride had become a sinful, destructive factor. "Riding high," he had not been willing to see this, but now, his pride wounded, he realized that it had been a subtle but destructive force in his life. "Strange," he mused, "how blind I've been to it."

This is the way it had been for the people of Judah. Jeremiah the prophet had tried to make them see their need for repentance and change, but they had stubbornly refused to heed his warnings. Now, captives in Chaldea, God's

message at least was beginning to get through to them. And the man who had correctly forecast their tragedy, now was bringing them a new message of hope: ". . . I will forgive their iniquity, and I will remember their sin no more" (31:34).

Sometimes we have to go through bitter experiences before we begin to hear the message God has been sending to us: "Time to change!" "Time to change!"

"Upon their hearts . . ."

Jeremiah spoke of a "new covenant" which God would make with the people. Actually, this "new covenant" would be a new relationship between God and his people. The old relationship ("covenant") had rested upon laws written on scrolls. Intended to guide the people in spiritual growth, these written laws were often broken, ignored, or twisted into insignificance. What God proposed now, said the prophet, was a new relationship based, not on written laws, but a new spirit within their own hearts.

This promise of a new covenant relationship also speaks to our needs today, too. No less than the people of Judah, we too are likely to drift into a weak, second-hand type of religion. We too can depend too much upon externals — appearances of respectability, rituals, customs, churchisms, etc. — and miss that most necessary spiritual reality, the experience within. Thus, it is for us too that Jeremiah gives the promise: "And no longer shall each man teach his neighbor and each his brother saying, 'Know the Lord' for they shall all know me . . ." (31:34).

Perhaps God is trying to get your attention, to tell you that it's time to change.

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