

Public Relations

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and local levels that could affect farmers' lives and pocketbooks.

"The farmer has to have a good return on his investment in equipment, buildings and land, or he simply won't be able to farm." One of the big problems facing farmers right now, Reber feels, is that the administration wants both the benefits of a competitive free-enterprise system along with a lid on food prices.

"Raw food prices haven't been touched yet, but there are dark implications," Reber noted. He also pointed out that there are many organizations involved in public relations efforts to tell citizens and public officials the farmer's side of the story.

"But what can one farmer do?" Reber asked the group. "What can you do in your community, in your county to let people know that you're a good neighbor, to make them see your side of the story?"

One of the most important things Reber felt farmers can do is to keep their farms cleaned up and their buildings painted. "I own a farm myself," he said, "and I know that it's easy to forget about painting a dairy barn you might not even be using in another four or five years. Keeping your buildings looking nice, though, is an important part of being a good neighbor. And it'll

become more important in the years ahead."

Reber pointed out that 100 years ago, everybody knew about the farmer's costs and the labor involved in food production. Today, with farmers accounting for only 3.5 to 4 percent of the total population, agricultural realities are unfamiliar to most people, including the citizens of Lancaster County.

To help remedy this situation, Reber suggested that a county-wide council be started to bring all segments of agriculture together. The work of this council would be to formulate policy statements about agriculture, and see that those policies were made known to the general public.

Reber advised the group to develop closer relationships with people in the news media. He also warned against treating environmentalists as pests rather than people who should be listened to seriously.

In addition to the speech by Dr. Reber, the group heard reports from extension personnel on the work of the past year, and elected five new directors.

The following five were elected to three year terms as Extension Assn. Directors. Elected from five geographical areas of the county, were: J. Harold Frey, Marietta R1, northwest, J. Glenn

Farm Calendar

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7:30 p.m. - New Holland 4-H Baby Beef Club meeting, Raymond Hoover residence; Larry Weaver, speaker.

7:30 p.m. - Chester County Extension Service Alfalfa meeting, Russellville Grange Hall.

8 p.m. - Dairy Farm Building Construction Details meeting, Farm and Home Center.

Tuesday, February 20

8:30 a.m. - 3 p.m. - Lancaster County Crops and Soils Day, Farm and Home Center.

10 a.m. - 3 p.m. - Chester County Extension Service Alfalfa meeting, Collegeville Inn, Collegeville.

7:30 p.m. - Ephrata Young Farmers monthly meeting, "Farm, Fire and Storm Insurance", vo-ag department, Ephrata High School.

7:30 p.m. - Lancaster County Holstein Association barn meeting, farm of Shelley Shellenberger, Mount Joy RD.

7:30 p.m. - Central 4-H Tractor Club meeting

7:30 p.m. - Lancaster County FFA Red Rose Executive

Wissler, Ephrata R1, northeast, J. Clayton Charles, Lancaster R2, southwest, Ellis R. Denlinger, Gordonville R1, southeast, and Mrs. Amos Rutt, Quarryville R2, southern.

The Extension Assn. is an arm of the Pennsylvania State University College of Agriculture. Every resident of the county is actually a member of the local organization and eligible to vote at the annual meeting. Services of the Extension office at the Farm and Home Center, 1383 Arcadia Road, Lancaster, are available to all.

The Extension staff includes the County Agent and his three assistants as well as a home economist and two assistants.

A report of activities in 1972 showed the Extension Service in Lancaster spent 31 percent of its time on farm production matters and 23 percent in youth related activities.

Committee meeting, Brownstown Vo-Tech School. 8 p.m. - Solanco Young Farmer meeting, "Calf Raising and Proper Housing", vo-ag department, Solanco High School.

County Grange visitation meeting, Quarryville Grange Hall.

Wednesday, February 21

1:30 p.m. - ASCS meeting, Wheat and Feed Grain Programs, Farm and Home Center.

9:30 a.m. - 3:30 p.m. - Southeast Pennsylvania Soybean meeting, Holiday Inn, Kulpsville.

10 a.m. - 2:30 p.m. - Annual

Leader Kick-off meeting, Farm and Home Center. 7:30 p.m. - Manheim Young Farmer Recreation Night.

Thursday, February 22

9 a.m. - 12 p.m. and 7 p.m. - 10 p.m. - "You and Your Preschooler" meeting, Grandview Heights United Methodist Church.

12 Noon - Inter-State Milk Producers Cooperative Annual Dinner meeting, Hostetters Dining Hall, Mount Joy.

7:30 p.m. - Manheim Young Farmers Corn Production Seminar, vo-ag department,

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