

Who Must Pay the Piper?

(Continued From Page 1)

accept the price determined on an open market in response to demand.

Wages have risen rather steadily for more than two decades, often spiraling. Faced with the reality of paying higher retail prices for what he bought, while receiving wholesale for his raw agricultural production, the farmer has been hard pressed to make ends meet. Many of them didn't.

Efficiency of production has made it possible for farmers to produce more on the same or less

acreage. This has kept them in business.

Farm programs have been targeted primarily at keeping food production slightly ahead of demand, and also to keep excess land in reserve to be brought into production as needed to meet additional demand or emergency situations such as the corn blight of 1970. Whether farm programs are judged successful or not, their debate and popular reporting of the subsidy issue has obscured the fact that over the years, the farmer's efficiency has provided a much larger subsidy to the rest of society in

the form of a plentiful food supply with the resulting prices much lower than anywhere else in the world.

Demand for food and prices are going up in other industrialized nations as well. And their percentage of spendable income was much higher to begin with, being nearly 30 percent in the United Kingdom and 44 percent in Russia.

Time conscious Americans have been willing to pay for many convenience services applied to food after it left the farm. Modern transportation facilities, refrigerated carriers, processing plants, pre-cutting, prepackaging, truckers, tire makers, machinery workers, telephone operators, business forms, printers, etc. are but a few of the real "middlemen" services which add to the cost of food.

Other factors contribute to these "middle costs". Although less obvious even than the above, they are no less real. Issues raised concerning additives in livestock feed, resulted in removal of a considerable portion of the production efficiency of the cattle industry, meaning extra feed and extra time for cattle to reach market weight. Environmental concerns with



by MARY LEE THOMPSON

According to Consolidated Edison Co. of New York, about 80 per cent of electrical energy used for heating and air conditioning is

feedlots are adding additional pressures, thus effecting supply.

At long last, environmental considerations are receiving the attention that an affluent society should give once its basic needs are met. But to assume that reforms can be attained without cost is indulgence. The physical and economic laws governing food production and distribution cannot be changed by rhetoric or popular vote whether we like it or not.

Unfortunately, it will take more sagacity that we have thus far demonstrated to separate the real issues from the fake issues in our society. And certainly more courage to admit which is which so that we may act in our own best interests to solve the real problems. Looking for a scapegoat won't suffice, for, to paraphrase we have met the "middleman" and he is us.

wasted. A spokesman for the company says, "We found that enormous amounts of heat and cold are lost through windows. Depending on the exposure, 15 to 35 per cent more energy can be required to heat or cool rooms with unshaded windows."

In winter, shades cut down on energy use to a surprising degree. On a sunny day shades can be raised to let warm rays in, and pulled down on a blustery day to keep cold out. They also reduce what architects call cold-or-heat bounce.

Today's big picture windows also compound the problem. In the summer, a drawn shade can cut down on the electric power as much as 35 to 50 BTU per hour. For example, in a northeast exposure, a window with an air conditioner and no shade gains 60 BTU per square foot of glass per house; with a shade the gain is only 25. On the southern side, the difference is from 75 down to 35 BTU.

Multiply this saving all over the house and you'll find you have an excellent way to cut down on electric bills. However, don't forget that windows should be properly insulated, too. Check the weatherstripping and seal off any cracks or openings around windows and doors.

While you're at it, how about the attic? Is it well insulated? Can you close off rooms that are seldom used? Is your thermostat located on a cold wall or where it is subject to drafts in the winter? Or, in the summer, is it in direct sunlight or near TV sets, lights or appliances that generate heat?

An efficient thermostat and a well-insulated house not only save electrical energy, but conserve your energy as well

America's dairy farmers are such good managers that, since 1912, there has been a 79 percent decrease in the hours of labor it takes to produce a hundredweight of milk. And, during the last 18 years, good breeding practices and herd management have raised productivity per cow an amazing 71 percent

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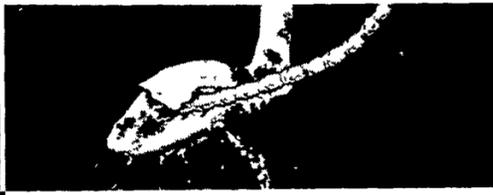
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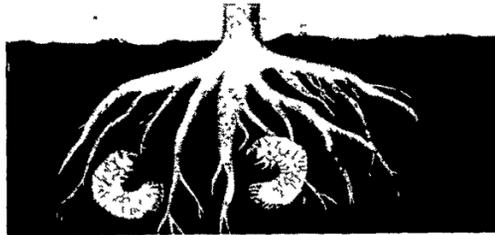
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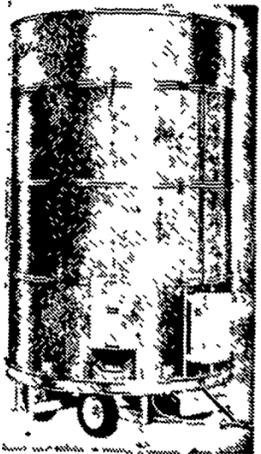
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