

## The American Farmer

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The emphasis on management has brought a new generation of farmers. They are more educated and better informed than generations past.

The third major input is technology. Combined with the farmer's land, labor, capital and management, technology has played an important role in the amazing productive capacity of the American farmer.

Technology is the development of hybrid seed. It's better-bred animals. It's disease-resistant crops. It's vaccines and other medications for livestock. It's improved pest control.

Modern agricultural technology is responsible for the so-called "Green Revolution," which has given new hope to the struggle to feed the world. Technology is the basis of the revolution brought about by the acceptance of hybrid corn. If American farmers returned to non-hybrid seed - given current advances in such areas as fertilizer and insect control - it would still require 20 million more acres, or approximately 29 percent more acreage, to meet the present demand for corn.

Technology is the result of research efforts by universities, agricultural companies and even farmers, themselves. And technology will play an even more important role in tomorrow's agriculture.

As world population continues to increase, the land area available for production of food and fiber continues to decline. Each year, acres of valuable productive land give way to masses of steel and concrete in the form of highways, airports and urban expansion. More space is required just to satisfy our increasing population. And more people mean greater demands for more food. The way to increased food and fiber supplies, then, is not through increased acreage, but through greater production on the acreage that is available. That is the role of research.

What more can be said about the actual operations of the American farmer? He drives a tractor. He feeds cattle. He plows



Roy L. Packer

## Koehring Promotes Packer

Roy L. Packer has been named an area manager for the Farm Division of Koehring, Appleton, Wisconsin, according to an announcement by William E. Davis, director of sales.

Packer will be responsible for contacts with farm implement dealers throughout central Pennsylvania. He previously was a sales representative for the Hamilton Equipment Co., a leading Pennsylvania farm equipment distributor.

The Koehring Farm Division is a leading manufacturer of such specialized equipment as forage harvesters and blowers, crop shredders, soybean processors, chisel plows and mixer-grinders.

Packer resides in Mt. Joy, Pa. He is married and has two children.

his land. He harvests his crops.

But, that's not all. The American farmer combines the inputs of land, labor, capital, management and technology and produces food and fiber for the world.

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Most companies, when talking about their products, are quite truthful in what they say. Their advertising copy is honest, maybe a bit dramatical, but basically honest. The trick is that the reader doesn't assume more than what is actually being said. Then too, he should fully understand what is being said. It's easy to use words like more, better, faster, cheaper, but these are words of comparison. Be sure you know what is being compared.

When we say our new liquid supplement releases ammonia slower, we mean slower than other liquid supplements, not slower than natural protein. When we say more nitrogen is retained by the animals being fed, we mean more than is retained when other liquids are fed, not when natural protein is fed. When we say our new liquid produced cheaper gains, we are comparing to other liquids and natural protein supplements. When we say our new liquid is safer, we compare to other liquid supplements

You see, we don't mind making comparisons because we've done the research to know what our products can and can not do. So the next time you read ads with words of comparison, ask yourself "compared to what?"

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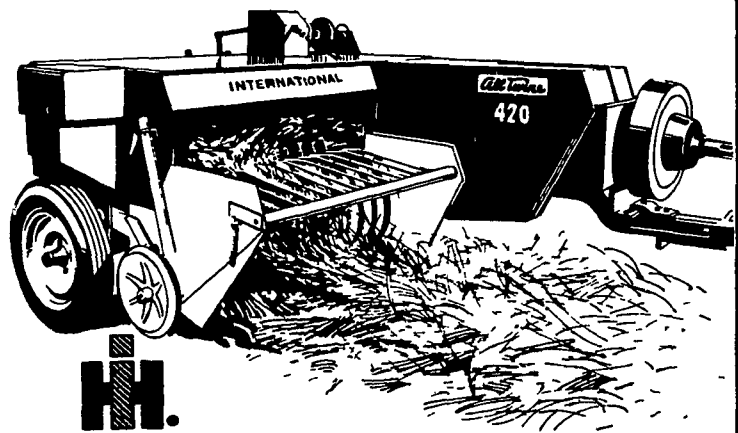
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