

Should Dairymen Get Involved in Food Price Furor

The dairymen under Federal Milk Order No 4 are contributing money for advertising and promotion to enhance the sale of milk in dairy products to the tune of about \$2,225,000 a year. This money is being spent in two basic areas - one in the Dairy Council educational area and the other in the actual promotion area through UDIA, radio-TV programs. This latter part of the expenditures is being guided primarily toward the "New You" concept - the general idea of which is to try to convince people to buy milk and dairy products to keep their bodies healthy and in good shape.

With no intention of being critical of what is being done with this money, I would like to propose that dairymen enter the food price squabble. Why shouldn't dairymen start telling their customers (1) why the price of milk is what it is, (2) why they can afford to pay these prices, and (3) why they should pay these prices?

I have attended many farmer meetings wherein the cost-price squeeze, price levels, and so forth, have been the main cause of concern and, invariably, there comes out of these meetings, the decision that we should tell the consumers what our expenses are, we should keep the consumers informed of how things are down on the farm.

However, I have seen none of this come through. Occasionally, a manager or president of a cooperative may get a news release in a farm paper wherein he has decried the economic problems faced by farmers. But, seldom if ever, have I seen, as farmers or dairymen, that we have gone directly to our consumers and laid the economic facts of our industry on the line

before them in such a way that even if they don't agree with our prices, they will far better, than now, understand them. It seems to me the time has come that we must tell our consumers in the city and the large urban areas where we are selling the vast majority of our milk and dairy products that it is going to take considerable money in the marketplace for our product to be distributed, to be processed and to be produced at a profit to us, as farmers. If they don't understand and/or accept this simple fact, they may well face reduced future production.

I am not saying we have to scrap all of our present advertising and educational programs, but it does seem to me that we need to throw in - in one of every four commercials in a good, sound, smooth, and acceptable fashion - the economic facts of life to all consumers.

I get very concerned when I hear housewives, whom I am sure, know nothing about any part of the milk industry, calling our prices "ridiculous". I get concerned when a labor leader, such as George Meany, begins or threatens to begin to put together the power of labor to force down agricultural farm prices and incomes. To me, these are danger points and to me they indicate we have not promoted or advertised some basics of our industry.

I sometimes wonder if it is not totally non-productive to try to convince people to buy a product because it is "good" for them, at a time when they are convinced by all around them the "price is too high".

(Editor's Note: This guest editorial was written by Dr. James E. Honan, general manager of Inter-State Milk Producers Cooperative.)

Grassroots Opinions

FREDERICK, S.D., BROWN COUNTY NEWS. "Shoplifting isn't a game or anything very funny. It's a crime and a very serious one. When a shoplifter steals for 'kicks' he risks a criminal record that may haunt him throughout life. It may bar him from a good job. It may be the start of a life of crime. It may bar his entry into a business or profession. He may find the door closed to a position of trust in his city, state or federal government. His stupid act will bring shame to his parents, to his brothers and sisters and to his friends. Stealing is foolish business. Its costs are high in shattered reputations and loss of personal happiness and respect."

ANTIGO, WISC., JOURNAL. "Walking is excellent exercise, as Senator Proxmire affirms but it isn't safe for everyone. In the large cities there are areas where it is positively dangerous, because of the likelihood of being 'mugged'. In some suburbs pedestrians are viewed by residents as potential robbers, casing the neighborhood 'for jobs'. One has to live in the country or in one of the smaller cities to enjoy walking to the fullest."

SUMMIT, MISS, SUN. "What we really need is wage and price controls on the federal government."

HARTFORD CITY IND., NEWS-TIMES. "It is quite probable that 20 years from now, the minimum Social Security benefit may be double what it is today--but because of continued inflation, those who will be dependent upon the minimum then will be relatively no better off than those dependent upon it today. The Lord giveth and the Lord taketh away, but the government taketh--and taketh."

SULLIVAN, ILL., PROGRESS. "Next time the government wants to devalue our money, how about this for an idea: Do the job in a big way. Take our pennies, nickels, dimes, quarters, etc., that we use now, and reissue them, replacing the word 'cents' with 'dollars' on each. The way prices are climbing, we'll soon be spending money that way."

ELLIS, KANS., REVIEW. "People are divided into threes. Those who know everything, those who don't know anything and those who think they do. A fourth could be added, those who think they know everything and are not afraid to say so."

ALBEMARLE, N.C., STANLY NEWS & PRESS. "A junkyard near a railroad crossing in Colorado carries a sign directed to the motorist. 'Go ahead. Take a chance. We'll buy the car.'"

SHELTON, NEBR., CLIPPER. "Speaking of work, I read that most families in the United States have second incomes, that is, the missus works too. This must be some sort of precedent. Never before have so many people worked night and day to buy those labor-saving devices."

LAKE CRYSTAL, MINN., TRIBUNE. "Parents in Camden, New Jersey are now responsible for acts of vandalism committed by their children under a measure just signed by Mayor Joseph Nardi Jr. The parental responsibility ordinance states that parents will be subject to \$500 fine and a maximum 90-day jail sentence if their children 18 and under commit acts of vandalism. Parents receive a warning for the first offense, after that they can be jailed or fined."

NOW IS THE TIME . . .

Max Smith
County Agr. Agent
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To Spray Alfalfa Stubble

Growers who have observed the feeding of alfalfa weevil on their first cutting of alfalfa should spray the field within a few days after removing the crop. These small feeding worms will prevent normal second growth and reduce or eliminate the second cutting. Use the same materials as suggested for spraying the weevil for the first cutting. Fields that have a southern exposure seem to be much heavier infested with the weevil and may need some protection. Along the same line, second cutting of alfalfa should be sprayed for leaf hopper control when the growth is three to six inches high. Hopper damage was very severe last year and most crops will need this protection.

To Worm Sheep

The stomach worm is still the most serious parasite of sheep in this part of the country. Wet weather along with warm temperatures make ideal conditions for worm infestation. All sheep producers are urged to treat their entire flock both in the spring and again in the fall. Lambs should be treated every four to six weeks. Pastures should be rotated in order to provide better grazing and to allow at least a two week rest period for the worm eggs to be destroyed by the sunlight and weather. Good flock management requires parasite control during the summer and

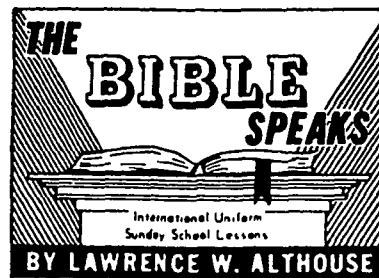
fall season.

To Beware of Wild Cherry Leaves

The recent series of storms throughout the area reminded me that wilting or wilted wild cherry leaves are poisonous to all livestock. These trees are quite common in this area and many pasture fences are lined with wild cherry trees. Most animals will nourish these leaves as soon as the limb or tree is blown over. Producers are urged to check their pasture fields immediately after a wind storm and remove the wild cherry branches. Fresh leaves will not hurt animals; it is the wilting, wilted, or dead leaves that are dangerous. With only a few trees in the pasture area it might be well to cut them down or grub them out and remove the potential danger.

To Spray Tobacco Beds

Weather conditions have been favorable for the development of blue mold in tobacco beds. This disease has been very destructive over the years and growers are urged to try to prevent it rather than try to cure it after the plants are inflicted. The use of Ferbam every three to four days during wet weather is recommended. The recent period of wet, cloudy days was ideal for this infection and it is feared the blue mold will appear in many beds. The plants are a bit late as it is and prevention is much quicker than the cure. The removal of the mulch during sunlight hours will help dry out the beds and harden off the plants.



LOVING THE LAW

Lesson for June 3, 1973

Background Scripture: Exodus 20:1, 2, Deuteronomy 5:32, through 6:3; Psalms 119:97-104, Matthew 5:17, Mark 12:13-17.
Devotional Reading: Psalms 119:97-104

One of the very harmful effects of the polarization that is taking place in American society is the controversy over our respect for the law. Unfortunately, it is often assumed that one is either for or against the rule of law in our society.



Rev. Althouse

If one upholds the value of law to insure stability and justice in country, he is labeled a "legalist." On the other hand, if one is critical of the legalistic approach to life, he is dubbed an "anarchist."

To "fulfill" the law

This, in a sense, was the same controversy that raged in Jesus' own day concerning the Jewish law. Some people observed that Jesus followed the various laws in his daily life and probably concluded that, like the Pharisees, he was a legalist. The Pharisees, on the other hand, found that when he deemed it necessary, he refused to abide by many of their rules and regulations. Their growing condemnation of the man from Nazareth was based almost wholly on his apparent disregard for the law.

Jesus refused to be pulled into

either camp. He refused to be identified by their criteria and insisted upon his own: "Think not that I have come not to abolish them but to fulfill them" (Matthew 5:17).

What this meant, as Jesus demonstrated again and again, that he was dedicated to the purpose of the law though not the letter of it. In fact, his denunciations of the Pharisees was based upon the judgement that the Pharisees, while appearing to be the guardians of the law, had forgotten about its purposes. Actually, he indicated, these men had come to deify the laws and forget the Lawgiver. The rules and regulations of the Pharisees made it increasingly unnecessary to have a vital relationship with God. The laws had become a substitute for him.

"How sweet are thy words"

William Temple, the British theologian, has put it this way: "... no law, apart from a Lawgiver, is a proper object of reverence. It is a mere brute fact; and every living thing, still more every person exercising intelligent choice, is its superior. The reverence of persons can be given only to that which itself is at least personal."

The purpose of the law was to bring people closer to God. When the laws were used as a substitute for him, they were perverting the purpose for which they had been given. The laws should lead us to the Lawgiver. This is why the psalmist could say: "Oh, how I love thy law!" (119:97). The laws upon which he meditated brought him ever closer to the Lord. Because they brought him wisdom and understanding he could sing, "How sweet are thy words to my taste" (119:103).

We can love the law only if we love the Lawgiver even more.

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